

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 19 SPRUCE ST., NEW YORK.

VOL. XL.

NEW YORK, AUGUST 20, 1902.

No. 8.

**In planning your Fall  
advertising campaign,  
BE SURE to include**

## *The Philadelphia Record*

**among your list of  
newspapers**

**IT HAS THE LARGEST CIRCULATION IN  
PENNSYLVANIA; carries more depart-  
ment store advertising than any other  
Philadelphia newspaper and IS A SURE  
RESULT-BRINGER.**

**Advertising rate, 25 cents per line,  
subject to discounts.**

New York:  
611 Temple Court.

Advertising Manager,  
Philadelphia.

Chicago:  
1002-4 Tribune Building.

# **Birmingham, Ala.**

is the great industrial center of the South. It makes the price of pig iron throughout the world. The factories and railway companies of the city and vicinity distribute

## **Thirty Million Dollars Annually in Wages**

Approximately the same that the United States Government pays its employees in Washington.

## **THE BIRMINGHAM NEWS**

reaches these money-getting and money spending people thoroughly, having over

### **13,000 Sworn Daily Circulation**

which is double that of any daily paper in its territory, and is the largest in the State. No better place to advertise than Birmingham. No medium so good as the NEWS.

---

#### **THE J. E. VAN DOREN SPECIAL AGENCY,**

MANAGERS FOREIGN ADVERTISING DEPARTMENT,

1103-1105 Boyce Building,  
CHICAGO.

407-410 Temple Court,  
NEW YORK.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XL.

NEW YORK, AUGUST 20, 1902.

No. 8.

## LYON & HEALY METHODS.

Ask the man in the street to name a firm that deals in band instruments, and he will reply, as a matter of course, "Why—Lyon & Healy, of Chicago." Ask him to name a second, however, and he will probably be non-plussed. He knows Lyon & Healy because



he has seen this little ten-line single-column ad innumerable times in innumerable publications. He will be a gray-haired man if he can remember the time when he had never seen it, for this little ad, with its old-fashioned bandmen, has undoubtedly been used in its present form during a longer period than any piece of advertising now extant. It has been printed millions upon millions of times in the past forty years, and has become so identified with Lyon & Healy that it would be very difficult to say whether the ad is a trademark for the firm or the latter is a sort of auxiliary to the ad.

The music house of Lyon & Healy is the largest in the world, with an annual business of between three and four millions. When its foundations were laid forty years ago, Mr. Healy also laid the foundations of its publicity, which grew steadily under his direction during the first half of the firm's career. The advertising is now directed by Mr. B. H. Jefferson, who has been with the house in various positions twenty-five years, and who has managed the advertising since 1891.

"Our trade phrase is 'Everything Known in Music,'" he says, "and we really supply everything

from a jewsharp to a pipe organ. The little band instrument ad frequently leads people into the belief that we are a mail order house, but this is wrong. We solicit trade by mail practically only in this department, as band instruments, and a few other instruments, are not carried by dealers in small cities. The main part of our trade is wholesale, for we supply over 27,000 retailers throughout the country. Whenever practicable we endeavor to protect them, and would much rather have consumers buy a fiddle or a fiddle-string of their local dealer than of us. In addition to this trade we carry on an immense retail business in Chicago, and do a great deal of local advertising for our retail piano department, which also has the distinction of being the largest in the world. We handle ten leading makes. The business as a whole is divided into nine departments, and our advertising expenditure—which runs considerably over six figures annually—goes into many sorts of mediums. Each of these departments is advertised as a separate business, for each appeals to a different class of people who must be reached through special mediums.

"For retail advertising in Chicago we also use a wide range of mediums—elevated and surface cars, billboards, posters in the elevated stations, theater programmes, and, above all, the daily newspapers. Our theory of retail advertising is quantity—that is, we believe that a considerable mass of publicity is necessary to make a showing in so large a city as Chicago. Boldness and persistency are everything. You can hardly secure results by going into publicity in a small, hesitating way. Not long ago the proprietor of a small furniture store came in to ask me if I could tell him what was the matter with his advertising. He

had been using street car cards, he said, but they did not send him a single customer. Inquiry developed the fact that he had been using the elevated cars one month, and that he had just eleven cards to cover the North Side. They cost him \$44.40 per month, and he thought that he was entitled to some return for that amount of money. I told him that we had run 5,000 cards in surface and elevated cars steadily during the past three years, and that so far as we knew they had never brought us a customer—at least, we had never seen a customer come in with one of the cards in his hand. But in those three years our retail business has been increasing in steady ratio, and therefore we are of the opinion that the cards are doing no harm. Only general returns can be traced with our kind of advertising. To put it figuratively, we regard advertising like fishing. When we find a good spot and attractive bait we keep our lines in the water, even though we don't get a nibble for a month or two. In the grand scheme of things the fish are bound to come around to that spot ultimately.

"As for copy, we try to follow the method of Valesquez, who, above all painters, was the greatest exponent of the art that conceals art. We like to have our ads read as though they were written by the office—not crudely, but just plain English and plain logic. There is a school of advertising that attempts wit and clever epigrams. That may be good for some lines of trade, but for our part if we put cleverness into the copy we cover up all traces of it. The ultra-clever school is too precocious and self-conscious. It may be literary, but we believe that readers like business first. When you advertise business commodities you want to sell them. You are not selling literature. Of course, we may be mistaken in these opinions. One of the local advertising schools recently wrote and informed us that if we would send our advertising manager to them one hour each day for six weeks they would undertake to improve our advertising four-fold. The cost would be \$50. But I think that we can

compete with this school upon the hard and fast basis of cost per reply. Advertising is all reduced to that basis in the long run.

"While we believe in plain typography and sober methods we are not averse to novelties. For example, we got out a large humorous piano poster three years ago. It was made for us by the Forbes Lithograph Company in accord with our own suggestions, and really made fun of the piano. A gaunt pianist of the comic weekly sort was playing an accompaniment for a child prodigy, whose singing caused a frown to appear upon the features of a bust of Beethoven—who was deaf, you know. The effect was well worked up—not broad, but simple. To appreciate that poster to the fullest extent the person who saw it had to know that Beethoven was deaf—that was the point. I believe that most piano advertisers would have refused to use it had it been submitted in the crude state. Yet it made a hit upon the Chicago boards, and undoubtedly brought us a large amount of business. Furthermore, we sold enough copies to out-of-town piano dealers to cover the entire cost of printing and posting, that it was practically free advertising.

"Another piece of free advertising that has just prospered our fine old violin department came through the Mayor of Genoa, Italy. Our firm offered him \$20,000 for the violin of Paganini, which is a municipal treasure. The offer was made entirely in good faith, but the Mayor took occasion in refusing to say that there was at least one thing in Italy that the Yankees could not buy, and the papers of Europe gave the matter wide publicity. Consequently, there are many connoisseurs in Europe who were informed about the commanding position of the Lyon & Healy old violin department.

"Our magazine advertising is placed by Lord & Thomas, with whom we have had the most pleasant relations during the major part of our existence. We not only consider magazine and high-class mail order journal rates too high, but think them so much so that we wonder if they are not a sort

(Continued on page 6.)

*"If you see it in THE SUN it's so"—  
as true of its Advertising  
as of its News.*

---

**More than a Quarter  
of a Million Lines  
284,823**

**These figures represent the Increase in the  
number of lines of advertising printed  
in THE SUN and THE EVENING SUN  
during April, May and June, 1902, as  
compared with the same months of 1901.**

---

*Such growth tells its own story.*

---

**June, 1902, witnessed these Gains as  
compared with June, 1901:**

**THE SUN, - - - - 58,016**

**or more than 22%**

**THE EVENING SUN, 49,363**

**or more than 42%**

**Total, - - - - 107,379**

---

*No other newspaper approached  
this showing.*

of joke. When you can buy space in a daily of 300,000 circulation for twenty cents a line it is difficult to see value in a tariff calling for ten times as much. It is hard to harmonize dailies and monthlies upon a cost per reply basis. Perhaps the course of instruction offered by the local advertising school that I mention would teach us how to make magazine copy more effective, but I am of the opinion that the magazine publishers could greatly serve their own best interests by scaling down the present rates."

#### THE SPANISH-AMERICAN NEWS-PAPERS.

THE SPANISH-AMERICAN PHILATELIC SOCIETY.

WICHITA, Kan., August 1, 1902.

Editor of PRINTERS' INK:

I have read with pleasure the article in the last issue of PRINTERS' INK entitled "A List of Mexican Newspapers," as well as the comments upon the futile attempts of a well-known advertising concern to list the live mediums of Spanish-American countries, particularly those of Mexico and South America. It is certainly to be deplored that a firm should expend such an enormous sum without securing any practical results. Like the Canadian pill concern and the automobile, something seems to be the matter, and it appears that the correct idea was hit upon only too late. That idea is the one wherein letters of recommendations of the consuls of the various Spanish-American countries were to be secured. References from their own people certainly have more weight upon the people of these republics. In other words they are not so suspicious as they are uninformed. In the list of Mexican publications enumerated, the *Mexican Herald* is conspicuous by its absence. Possibly the writer referred only to Spanish printed papers in his list. However, it must be admitted that the *Herald* is vastly superior both in typography and general make-up to any of its Mexican contemporaries. It is also one of the very few mediums whose section of advertisements is not controlled by the firm of B. & G. Goetschell Co., City of Mexico, not in any sense reflecting upon this enterprising concern, but as the writer of last week's article stated, the great drawback with Spanish-American publishers is their lack of business acumen, that is, in connection with foreigners, and particularly Americans, outside of these countries.

The *Mexican Herald* is printed exclusively in English, including all of its advertisements, and comprises a larger variety of ads, being in nearly every sense of the word an ideal publication such as we like to see in the United States. In form, it contains eight pages daily, seven columns wide, special numbers of course containing a larger amount of reading matter. Another interesting feature is its "want ad" column. I have before me copies of *El*

*Popular*, *El Tiempo*, *El Pais* and *El Imparcial*, and it is quite a noticeable feature that the majority of the advertisements are of insurance companies, Parisian Perfumes, French Wine Tonics and Medical Announcements, while the reading matter to a great extent treats of political subjects. Nevertheless the publications are all very interesting and embody the aspirations and sentiments of the larger portion of the Mexican people.

*El Imparcial* is certainly among the foremost with its foreign news service and is usually very liberal with illustrations. The most profitable field of Spanish-American advertising mediums is undoubtedly in Cuba. *La Lucha* is largest in size and among the foremost in circulation and contains the advertisements of many enterprising American firms, ably testifying to the advantages of having a New York office. *La Discusion* is also a favorite among American advertisers. I have before me a copy of *El Tiempo* of San Jose, Costa Rica, and *El Progreso de Limon*, of Port Limon, both being devoted chiefly to the current politics of the countries adjacent. The former is a five column, four paged publication, and actually contains a larger quota of advertisements than many of its Spanish contemporaries which boast of twenty times the circulation and five times the size. This publication has a New York representative, a native Costa Rican. In conclusion, I would state that an advertising concern in order to properly place its enterprise before the Spanish-American public must first use every means to gain their confidence. There are not many ways of doing it, to be sure, but once let your prestige be known and the rest will naturally follow. Sooner or later, some progressive firm will take the proper steps towards controlling the trade in this large field and will reap a profitable harvest. It is an appreciable fact that the publishers in our sister republics are gradually getting onto the proper system and it is to be hoped that when the time does come, the benefits will be evenly divided and not "Pierpointed" by one sole concern. Very sincerely,

CHAS. WILLARD MYERS,  
Ex-Editor, *El Filatelista Internacional*

WANT AD ILLUSTRATED.



OUTSIDE HELP WANTED.

---

---

|                 |                  |
|-----------------|------------------|
| <b>Evening,</b> | <b>- 105,000</b> |
| <b>Morning,</b> | <b>- 60,000</b>  |
| <b>Weekly,</b>  | <b>- 200,000</b> |

---

---

*Only necessary to use  
ONE  
paper to thoroughly  
cover Kansas City  
and its  
great surroundings !  
Ask any  
Kansas Cityian  
what paper that is.*

## ENGLISH IMPRESSIONS OF AMERICAN ADVERTISING.

"Mr. C. Rivington Shill, who is to manage the advertising department of the English edition of the *World's Work*, recently made a sixteen days' visit to this country for the purpose of observing American advertisers and their methods. Mr. Shill is a representative British advertising man, having spent twelve years with the T. B. Browne agency, several years with Mather & Crowther, handled the advertising for the *Strand Magazine* when it was launched by Sir George Newnes and been in touch with London advertising for eighteen years. Under the guidance of Mr. Herbert S. Houston, advertising manager of *Country Life in America* and the *World's Work*, Mr. Shill made a tour to Chicago, meeting Western agents and advertisers, and returning by way of Grand Rapids, Battle Creek, Niagara Falls and Montreal. Upon his return he said to a PRINTERS' INK reporter:

"My impressions of the American advertising man are distinctly favorable. I have marvelled at the great American magazines filled with advertising, and have long wished to make his acquaintance and discover his secrets, if possible. His secrets are easily fathomed. I think. He is an early riser, for one thing, and has a wonderful knack at getting the major portion of his day's work done before noon. He is alert, and quickly grasps anything that will help him. I confess to some surprise at the use he makes of the telephone, for example. Before I had been in New York a day Mr. Houston discovered that he was a page short on the current issue of the *World's Work*, whereupon he telephoned to two firms in Rochester, secured their orders and made arrangements to get copy in the city, as there was no time for the mails. The fact that a business man is frequently at his desk by seven o'clock in the morning is little short of astounding to an Englishman. The success of the *World's Work* here has been so distinct that

it has not been lost on English publishers. We do not exactly know how that success was achieved, but we mean to find out. Part of my mission here was to interest American advertisers in the English edition, which will appear in November. By way of presenting American methods to our own people we will run a group of representative American advertising in the first issue—a four page reading article for the Waterman Fountain Pen, a Packer's Tar Soap page, and a page from Mr. Daniels, of the New York Central, among others. We are going to let this publicity tell its own story—not say 'See, now, how much better the Yankee does things,' but just let the ads make their own impression. I trust that I have gathered some valuable ideas in my short visit. One reason why the *World's Work* carries a hundred pages of publicity after less than two years' existence is because it prepares attractive copy for advertisers. We are going to adopt this plan in England, and I am confident that it will meet with appreciation. American magazines heretofore circulated in England have come to us in their entirety, but the English *World's Work* is to be distinctly a British publication, with a British point of view. Mr. Henry Norman, our editor, was educated at Harvard, however, and is really an English Yankee. His knowledge of and sympathy with both peoples make him an invaluable man for the new publication. Another distinction that I noted is that the advertising in American magazines is controlled by their publishers, whereas with us it is under the exclusive control of some great agency.

"I hope PRINTERS' INK will be good enough to say for me that when advertising men are in London I trust that they will see not only my friend, Mr. Roy Somerville, whose offices have long been their headquarters, but that they will also be sure to come around to the office of the *World's Work* at 20 and 21 Bedford street, London, W. C. I am more than desirous of returning some of the courtesies that I have enjoyed during my brief stay in America."



There are more  
TRIBUNES sold  
every day within  
the corporate limit  
of the City of Min-  
neapolis than all  
the other local  
English daily publi-  
cations combined.

See report of the  
Association of Am-  
erican Advertisers.

## AMERICAN METHODS IN ENGLAND.

In view of the opinions recently given by American advertisers who are invading England, the following summary of an article in the year-book of Mather & Crowther, the London agency, is well worth consideration:

"Contrary to an opinion current in some quarters, the employment of purely American advertising methods in the British Islands and many of the British Colonies does not result successfully, nor does the use of advertisements prepared upon what has been called the 'strictly American model' appeal to the Britisher with that force which the business man uninformed upon the subject, would be inclined to imagine. There can be but one opinion on the subject of American advertising as conducted in America. Taken generally, such advertising is excellence itself, but an intelligent observer must confess that the greater proportion of the advertisements prepared in America for insertion in publications issued in the old country, seem lacking in intelligibility and vigor as Britishers know such things. There is, moreover, in such advertisements an occasional suggestion of flippancy and insincerity which leaves the Britisher unconvinced. Many contemplating advertisers, and even those who have long had their goods before the public by the old methods, incline to the view that the wholesale adoption of American advertising principles and systems in the British Islands will surely produce a rapid and splendid return. The contrary, however, to the sorrow of the experimenter, has, with frequency, proved itself to be the case. There are many reasons to account for non-success in connection with American advertising in this country, when undertaken by Americans themselves, without the counsel of the British specialist. To begin with the American is usually too eager for immediate returns and, in consequence, omits careful consideration of a number of features connected with our markets. He seems, when appealing

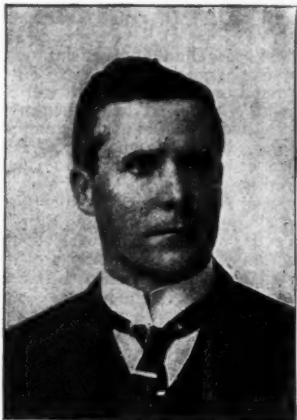
to the populace of the United Kingdom, to order his operations substantially as he would were he covering one or more of his own States. He does not seem to realize that the people of this country are indisposed to purchase anything on the spur of the moment, merely for the excitement of the thing, or because an article is talked about. This country is not a place through which a manufacturer can make rapid progress, using the same methods throughout, nor is it a place where he can invariably reap a generous return for a comparatively small effort. A large, permanent and profitable connection for a good thing is not built up on this side of the Atlantic by a sweeping fusillade of circulars, booklets, or press notices. Nor does the broadcast distribution of samples greatly impress or draw people in the mother country. A sweeping campaign, extending over a few months, and such as might result in a handsome return, when carried on in Ohio or Missouri, is impossible in this country, unless conducted with British tactics and British counsel. The American advertiser must either set himself to closely and steadily study our people with a view to mastering their likes and dislikes, together with their purchasing capacity and will, making this study with reference to locality, or he must call in to his aid one who has mastered all these things and more in advance, and who is capable of immediately placing the knowledge at the disposal of the American seeking to prospect our markets through advertising. In this country there is a wide and fertile business field ready for the efforts of the American.

Adopt and put into practice whatever is valuable and suitable in both English and American methods. Call upon the Englishman to contribute his knowledge, alike of the want, the people, the market, the media, the requirements as to style, form and language of an advertisement, the modes of distribution, with a score of other things, and encourage him in that dogged perseverance, which is, essentially, a part of an Englishman's character."

# An Energetic Mayor

KANSAS CITY, Aug. 10.—After a bitter fight of three years, during the greater portion of which time the Council and newspapers, except *THE WORLD*, were arrayed against him, Mayor James A. Reed has forced the Metropolitan Street Railway Company to surrender. By the terms of an agreement signed a few days ago the company promised:

First—To pay 8 per cent of its total receipts to taxation and whatever is left of this 8 per cent, after its share of State, Council and City taxes are



paid, to go to the city, the company agreeing that this shall never be less than \$100,000 per year, for the balance of the life of its franchises, 23 years.

Secondly—To spend \$6,000,000 in improvements at once.

Thirdly—Universal transfers, with a faster schedule instead of four-cent fare.

When Mayor Reed was elected, in April, 1900, the Metropolitan owned Kansas City. It bribed juries, bought Councilmen, dictated the nominations of both Republicans and Democrats for City and Council offices and got whatever it wanted. Reed, who was a young lawyer, declared open war on

this corporation. It took up the gage and lined up every newspaper—except *THE WORLD*—the Council and all officers, City, County and State, against him. It tied up every public improvement and blamed Reed.

But Reed wasn't idle. Now two of the Metropolitan employees are fugitives from justice, with indictments charging jury-bribing against them. A grand jury had declared that Councilmen were bribed but that evidence against the real bribers was impossible to get, while the president of the company refused to produce the company's books for the grand jury on the ground that "he would incriminate himself" if he showed the books.

This was the beginning of the end, and, in the spring elections of 1902, every official tainted with even an indirect connection with the Metropolitan was swept out of office. Then Mayor Reed instructed the Corporation Counsel to begin suit to annul the Metropolitan franchises, on the ground that conditions upon which they were granted had been violated repeatedly.

The street railroad company's attorneys admitted that there could be but one outcome to the suit, so the company surrendered.

After the battle Mayor Reed sent this letter to *THE WORLD*:

*To the Kansas City World:*

Now that the long struggle with the Metropolitan Street Railway Company is over and the cause of the people has prevailed, I think it only justice for me to give credit where credit is due.

In my negotiations I had the most valuable assistance from City Counselor Ingraham, from O. H. Dean and C. O. Tichenor, who gave freely of their stores of legal knowledge, acting as attorneys for the city without charge or expectation of reward beyond the consciousness of duty performed; from the late F. M. Black, up to the very day of his last illness, and finally from F. W. Kellogg, publisher of *THE WORLD*, who was tireless in his work for Kansas City's interests, and, through his paper, presented the facts as they really were day after day and scotched the efforts of those who sought by misrepresentation and sophistry to make the worse appear the better and mislead the public into exerting its power to its own detriment.

Without the aid of these men I have named my task would have been far more difficult than it was, if not altogether impossible. Very truly, (Signed) JAMES A. REED, Mayor.

It was a glorious victory for the people's rights, well won. No wonder that to-day the most popular paper in Kansas City is *THE WORLD*.

# SAPOLIO GAMES AND NOVELTIES.

To supplement Sapolio's vigorous advertising in dailies, magazines, cars and other mediums, Artemas Ward has always utilized novelties that would be kept for their own sake. Ask him whether these things really help sales and he will shake his head in an Artemas Ward fashion that may mean either "Yes" or "No"—and probably means both. Novelties swell the aggregate of mediums that keep the word "Sapolio" in the popular mind. When it comes to results in publicity of this indirect kind, the wise advertising man is silent. He is content to deal with cause and effect, knowing that it is practically impossible to follow the intricate processes by which one produces the other. Puzzles were once in favor with Enoch Morgan's Sons, but were long ago abandoned in favor of other novelties. Dominoes were also popular in the early days of the campaign, and over 200,000 boxes of the white basswood variety went out before the first demand was satisfied, and they are still used. Half a million chess and checker boards were sent to grocers, and are still to be seen in country stores on rainy days. The Sapolio dice game is considered the most successful novelty ever employed by an advertiser. Certainly it is one of the most original. It consists of seven cubes, bearing upon their six sides the letters S. A. P. L. I. O., and is sent out in an envelope bearing directions for playing the game of "Sapolio." If S. appears once it counts one; S. A. counts two; S. A. P. four; S. A. P. O. eight; S. A. P. O. L. sixteen, and so on, with sixty-four for the full word S. A. P. O. L. I. O., made at one cast. This game has overrun America and Europe, and an English mathematician calculates that there is one chance in 279,936 of throwing the complete word. Nearly a million of these dice sets have been distributed, and the demand has not abated. They are now sent for a two-cent stamp, while the dominos go forward for

eight cents and the checker sets for twelve.

Rubber stamps in little round boxes about the size of a quarter were sent out to grocers a few years ago, who distributed them to children. There was a variety of twenty Sapolio axioms, and the youngsters who received them soon transformed themselves into advertising agents for Mr. Ward. Usually they began with their own hands and faces, and when they had marked themselves like Indians turned to fences, plastered walls and other surfaces capable of receiving good impressions. This idea has since been elaborated, and for fifty cents an outfit of twenty-four office stamps is now supplied to business men. It contains useful trade words and phrases such as "Please remit," "Dictated by," "C. O. D.," "Received" and the like, while the advertising moral is emphasized by one that reads "Send us our usual quantity of Sapolio." The best laid schemes of mice and advertising men gang aft agley, however, and Mr. Ward has sometimes proved too subtle for the public. Back in the eighties, when he was using lines from Shakespeare as the leading ideas for a series of posters, he conceived the notion of laying a trap for the vigilant souls who keep their eyes upon the English language and write to editors when it is maltreated. One of his posters bore a picture of Hamlet, with a cake of Sapolio in his hand to which he addressed the well-known line, "Ay, there's the rub!" With malice aforethought Mr. Ward altered the line to "Ay, that's the rub!" His knowledge of human nature led him to be rather certain that the misquotation would be taken up by the letter-writing portion of the human race, but the first lot of the Hamlet posters brought no protest. Another lot went out, and another, and another, yet no one took issue with him in the matter. In the past fifteen years this misquoted line has been used millions of times in posters and ads, yet in no single instance has it ever brought a correction. While Mr. Ward is still a firm believer in the human element in advertising, he is willing to admit that humanity is fallible.

## **Four Important Papers in Four Important Cities**

### **ST. LOUIS CHRONICLE**

Exceeds 51,000 daily. Rate per thousand net circulation less than is offered by any other St. Louis newspaper.

### **CLEVELAND PRESS**

Exceeds 117,000 daily, double the circulation of any other Cleveland newspaper. One of the best newspaper values in the country.

### **COVINGTON (KY.) POST**

Exceeds 12,000 daily. Only daily paper published in Covington and Newport, Ky. Largest circulation in State outside of Louisville.

### **CINCINNATI POST**

Exceeds 139,000 daily. Ohio's leading evening newspaper. Guarantees to advertisers that its daily average circulation is 40,000 greater than any other Cincinnati newspaper.

## **Comprise the Scripps-McRae League of Newspapers**

### **FOREIGN ADVERTISING DEPARTMENT:**

D. J. RANDALL  
Tribune Building, New York

I. S. WALLIS  
Hartford Building, Chicago

**BANK ADVERTISING.**

Bank publicity is a new but extremely lusty branch of adver-

**Seed Time.**

Are you sowing any of your surplus wealth so that it will bring you a harvest later on? If not begin now. Write us for Booklet on Banking by Mail. We pay 4 per cent. interest and accept any sum from a dollar up. Deposits in excess of \$12,500,000.

**PITTSBURGH  
BANK FOR SAVINGS,  
Cor. 4th Ave. and Smithfield St.,  
PITTSBURGH, PA.**

tising. Upon the average there is a single bank in each important city that has adopted modern methods of gaining depositors, but

**4 Per Cent.  
Interest**

The best form of investment is a savings account with this bank. Money is available when needed; and 4 per cent. interest compounded twice yearly is paid. You can bank by mail. Write for Booklet explaining the system.

**PITTSBURGH  
BANK FOR SAVINGS,  
Cor. 4th Ave. and Smithfield St.,  
PITTSBURGH, PA.**

while the quantity is small there is no question of quality. There are some bright men building up financial institutions through the use of newspaper space, billboards, bulletins and literature just now, and there can be no doubt whatever but that the next few years will see great advances in this field. These ads of the Pittsburg Bank for Savings are representative of the new movement—clear-cut as to typography, thoroughly sane and convincing as to argument, and so attractive that they can hardly fail to bring new depositors to the in-

stitution. The thing that has always been lacking to bank publicity is human interest. It is difficult to get away from the old style of semi-annual statement, and though banks have always spent considerable money for newspaper space they have seldom been able to fill it with anything more attractive than their list of officers and directors. New methods are now being devised, however. Fundamentally, there are several arguments that can be developed. The "Thrift" argument is one, and

**Idle Money**

is money wasted. Why keep it in unsafe places when we will safely care for it and pay 4 per cent. interest. Write for booklet telling how to bank by mail.

Deposits, \$12,500,000.  
Depositors, 32,000.  
Established 1862.

**PITTSBURGH  
BANK FOR SAVINGS,  
Cor. 4th Ave. and Smithfield St.,  
PITTSBURGH, PA.**

many ingenious ways of preaching saving have lately been evolved. Next in importance comes the "Security" argument. After going a

**Don't Trust  
To Luck.**

The safety of your money is more important than the interest rate. We, however, pay 4 per cent., and Assets in excess of Twelve million dollars is your protection. Write for booklet on Banking by Mail.

**PITTSBURGH  
BANK FOR SAVINGS,  
Cor. 4th Ave. and Smithfield St.,  
PITTSBURGH, PA.**

little further the advertising bank will probably tell stories about its methods by way of inspiring confidence.

The Great Iron Industries  
The Great Manufacturing Enterprises  
The Great Railroad and River Facilities

MAKE

PITTSBURG THE BEEHIVE OF THE WORLD

# The Pittsburg Press

with a Daily Net Circulation of over

## 75,000

will thoroughly reach an industrial population of  
nearly two million people within  
a radius of 50 miles.

**THE PITTSBURG PRESS**  
(DAILY AND SUNDAY)

CARRIES

The Largest Number of Classified Advertisements  
The Largest Number of Advertisers  
The Largest Amount of Advertising

AND HAS

**THE LARGEST CIRCULATION**

of Any Newspaper in Western Pennsylvania.

---

**C. J. BILLSON, Manager Foreign Advertising.**

86-87-88 Tribune Building,  
NEW YORK.

530 Tribune Building,  
CHICAGO.

## A NEW METHOD OF BUILDING CIRCULATION.

During the past two years A. L. Swift & Co., of Chicago, have supplied Sunday picture supplements to newspapers in various parts of the country. These supplements are made by a special process from art photographs furnished under exclusive contract with well-known studios—the Tonnesen Sisters, Chicago, Dupont, Sarony and Mareau, New York, and other expert genre photographers. They are close imitations of bromide prints, of decided artistic value, and are so much in demand that newspapers have built up large circulations through their use. In cities like Milwaukee, Toledo, Cincinnati and Pittsburg they have attracted large numbers of new readers to certain papers within a very short period, while in other places they have been used to great advantage in putting weak papers upon a secure footing. The immense Sunday circulations of New York dailies make the cost for supplements exceed the profit brought by an increase of 25,000 or 50,000, but certain of the metropolitan papers use the supplements in restricted territory where circulation is weak, giving the pictures for several months until a healthy patronage is built up.

The firm has recently elaborated upon these supplements, and now colors and frames the pictures for readers who wish to preserve them. Newspaper publishers purchase the supplements and the firm sends a consignment of frames to the city where the pictures are to be distributed. Girls color all pictures brought in by readers, doing the work in the paper's windows, or those of a well-known store. Samples of framed and colored supplements are placed around the city, and other methods of advertising are used, including a service of display ads supplied to the paper. Local circulation and business managers are usually very busy men, and have little time to devote to the extra work entailed by such a plan. In many cases they lack expert knowledge of circulation building methods. The firm has therefore engaged Mr. F.

C. Baxter as a special circulation expert for papers using these supplements, and guarantees to bring a certain percentage of increase to the papers that use them. Mr. Baxter has had experience in the circulation departments of such papers as the *New York Journal*, *Chicago American* and *Record-Herald* and *Cincinnati Commercial Tribune*, and is an adept at devising ways of appealing to new readers.

"We give special attention to collecting matter used by various papers in exploiting our supplements," said Mr. Baxter, "for the success of this method of circulation building turns upon effective advertising of the pictures. Supplements will not secure new readers unless they are thoroughly advertised. To merely stuff a picture into the Sunday edition, and wait for the public to discover it is sheer waste. People must be familiar with the picture before they will want your paper the first thing Sunday morning. Various publishers use various methods of advertising, and when one makes a notable success we find out the why and wherefore and adapt the idea to every paper on our list. By operating upon a large scale we are able to give service that could hardly be secured by the publisher who works single handed. Framed and hand-colored supplements are real works of art, and appeal to the classes most profitable to advertisers—those who have homes to beautify. With a large volume of business it is possible to furnish frames at extremely reasonable prices. Publishers pay nothing but clerk hire, as we charge them only for the frames taken by readers. Although the plan is comparatively new, we have already gained twenty-five per cent for the *Pittsburg Leader*, thirty per cent for the *Milwaukee Sentinel*, fifty per cent for the *Toledo Times* and one hundred per cent for the *Cincinnati Commercial Tribune* and *Chicago Inter-Ocean*, all in periods of from one to two months."

THE manufacturer who successfully advertises an article paves the way to public approval and lightens the work of the retailer in selling such articles.—*Progressive Advertiser*.





**100,000  
Population  
Reading  
The  
Evening  
Press**

**Grand Rapids  
Michigan,  
The  
Furniture  
City of the  
World**

# LATEST STATUS OF THE PHILADELPHIA NEWS- PAPERS.

By John H. Sinberg.

When the people of Philadelphia awoke on Monday morning, August eleventh, some very important news confronted them, as far as their morning newspapers are concerned. Instead of six morning dailies, they learned that there were to be only five; and instead of having two morning newspapers whose daily price was two cents, all papers were to be had at one cent each, making five morning and three evening newspapers at that price. Yet it has not been so very long ago when the *Telegraph* was three cents; the *Bulletin* two cents; the *Ledger* two cents; and the *Press* two cents.

The newspaper situation in the Quaker City of late has certainly been exciting, to say the least. On May 15, last, the *Record* was sold for over \$3,000,000—a price which surprised and astounded those unacquainted with the profit-bringing possibilities of a great daily. This sale attracted widespread attention and was the cause of editorial comment wherever newspapers are published. Then came the quite unexpected announcement that the *Ledger* had been sold for \$2,225,000 to George W. Ochs, owner of the *Philadelphia Times*, the *New York Times* and the *Chattanooga Times*. Now comes the news of the consolidation of the *Public Ledger* and the *Times*, and, simultaneously, appears the announcement that the *Press* has reduced its price from two cents to one cent, daily, making the following list of one-cent newspapers in Philadelphia. Morning: the *Record*, the *North American*, the *Inquirer*, the *Press*, and the *Ledger-Times*. Evening: *Bulletin*, *Telegraph* and *Item*. The announcement about the *Ledger Times* consolidation brings also the additional news item that the Sunday price of that newspaper will be two cents (the same as the *Record*) instead of five cents, as heretofore, making the following Sunday papers in the Quaker City with their selling prices: the *Record* two cents; the

*Ledger-Times* two cents; the *Inquirer* five cents; the *North American* five cents; the *Press* five cents and the *Item* one cent.

The following editorial announcement appeared both in the *Ledger* and the *Times* on August 11th:

"The *Public Ledger* and the *Philadelphia Times* will after to-day appear as one newspaper, and be known as the *Public Ledger and the Philadelphia Times*, and published at the office of the *Public Ledger*, corner of Chestnut and Sixth streets. The name, good-will and property of the *Philadelphia Times* are this day transferred to the *Public Ledger*. The *Public Ledger* and the *Philadelphia Times* will be sold to readers at one cent daily and two cents Sunday. The business of the *Philadelphia Times* as a separate newspaper will cease with to-day's issue. All subscribers of the *Philadelphia Times* will hereafter be served with the *Public Ledger and the Philadelphia Times* at the former daily price of the *Philadelphia Times*—one cent. The Sunday edition will be reduced in price from five to two cents."

The amalgamation of two large newspaper properties, such as the *Public Ledger* and the *Philadelphia Times*, is a step of great importance in the development of journalism in Philadelphia. A little more than a year ago the *Philadelphia Times* was acquired by the present ownership. Within that time, under many disadvantageous conditions, the paper attained a position in public esteem that was in every way gratifying. When the owners of the *Times* purchased the *Ledger*, there was much speculation as to the steps they would pursue in the conduct of the two newspapers. But it did not take them long to determine that they could not afford to appear as carrying on a newspaper brokerage—buying newspapers to sell at an advance. The *Philadelphia Times* was bought to publish, not to traffic upon its name, and the conclusion was firmly formed that its name, good-will and business should not be sold. An offer to purchase the Associated Press franchise and the fine modern newspaper plant of

the *Times*, to be carried on under another name, received some consideration, but this was also declined, at a large pecuniary sacrifice. The ownership declined to become thereby even indirectly responsible for another newspaper upon whose policy it could exercise no influence. By a mutual agreement between all the Philadelphia morning newspapers the franchise of the Associated Press held by the Philadelphia *Times* was surrendered and its name, with its good-will and property, amalgamated with that of the *Public Ledger*, the combined newspapers to be known as the *Public Ledger and the Philadelphia Times*.

Here are some excerpts from the editorial page of the *Ledger* of Monday, August 11th:

"We believe this consolidation, costly and unusual as it is, to be in the interest not only of both papers, but of all the daily newspapers in Philadelphia and of the community at large, and the business community in particular. The public is better served by a few strong, well sustained newspapers, each filling its own chosen field, than by a larger number, whose competition must often be unprofitable and harmful. The morning newspapers of Philadelphia—and no city in the world presents a better and stronger group, more ably and honorably conducted, more truly devoted to the city's interests—owned and controlled as they are by men of large affairs, representative citizens, men of high aims and civic virtue—are sufficient to meet every want and represent every shade of honest opinion."

The *Press*, which maintains the Republican doctrine and policy with intelligence and independence, holds a deservedly high place in American journalism. It is conducted with good taste and literary judgment, and is everywhere recognized as a paper of dignity and importance. The *Inquirer*, an excellent newspaper, appeals to the more stalwart adherents of the Republican party. While active and aggressive in its political conduct, it is energetic and painstaking in its collection and presentation of news, and enjoys a wide popularity. The *North American*, enterprising and alert, with attractive typography, has taken a very prominent position under its present ownership, and is unexcelled by any newspaper in America in those pictorial and other modern features that are attractive to very many readers, and in the freedom of its treatment of public news and affairs, it fills its particular place completely. The *Record* maintains the very high reputation, long established as a careful and trustworthy newspaper, giving intelligent attention to whatever may interest, inform or instruct its wide constituency. Its editorial attitude is Democratic, and its political views are supported with ability and force. We have thus not only many shades of opinion but many varieties in the presentation of news, and each of these papers appeals to a large circle of readers. The *Public Ledger* differs from all of them in many respects, except when they present, "All the news that's fit to print" promptly, accurately and without bias.

---

Washington is one of the few cities in America that can be thoroughly covered by one newspaper.

THE EVENING STAR is the home paper of Washington. A house-to-house canvass has shown that of its circulation last year of 34,259, within the City of Washington, 15,000 families take no other local newspaper.

M. LEE STARKE, Manager General Advertising,  
Tribune Building,  
NEW YORK.

Tribune Building,  
CHICAGO.

---



## THIRTY-THIRD WEEK.

In the 1902 PRINTERS' INK advertisement competition nine competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on this page is thought to be the best submitted during the respective week. This advertisement was constructed by James L. Houston, Jr., with the Omaha, Neb., *Daily News*, and it appeared in that paper of August 2, 1902. In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Houston when the marked copy of the paper was received. Two additional coupons, one to Mr. Houston and one to the advertising manager of the *Daily News*, were sent in accordance with the terms of the competition when a selection of the best ad for the thirty-third week had been made.

Mr. Houston's advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the contest regulations. Mr. Houston also won the weekly prize in the twenty-sixth week.

Each of the eight unsuccessful competitors for the honors of the thirty-third week received a coupon good for one year's subscription to PRINTERS' INK, as a partial consideration for their efforts. This ad contest, now in its thirty-third week, will close with the first issue of PRINTERS' INK in October. The last day for entries is September 24, 1902. A pamphlet setting forth the regulations of the contest will be mailed free on request.

## HOW

do some business men write such good ads? Many of them subscribe for PRINTERS' INK, the 48 to 64-page weekly, chuckful from first page

## TO

last, with latest and cleverest advertising ideas and advice. PRINTERS' INK is the most conservative and, at the same time, the most wide-awake journal devoted to telling advertisers how to

## GET

their money's worth when buying advertising space, and how to make that space most valuable when bought. Every issue contains

## MORE

separate items relating to the business of advertising than you ever read before in one periodical.

## BUSINESS

results rapidly from persistent perusal of the meaty pages of PRINTERS' INK, the weekly now in its fortieth volume, that prints all the advertising news all the time. The price is \$5 a year (52 issues). A sample copy will be very gladly sent to any address for ten cents.

## PRINTERS' INK

"The Little Schoolmaster in the Art of Advertising."

10 Spruce St., - New York.

Written by JAMES L. HOUSTON, JR.

## THE MAIL ORDER BUSINESS.

When one takes a moment to realize the immense strides and advances that have been made, even during the last dozen years, the achievements that have been wrought along the advertising line are truly amazing and stupendous, even marvelous, still does it seem when we consider that advertising is now only a healthy youngster, so to speak, and, as some of the knowing ones maintain, is but just begun. Some of the beginners in the mail order business have an idea that an occasional ad is all that is required. Nothing could be more fallacious. In fact to advertise in that way is wasting money. Suppose you had a great, big, hard rock to pound into small particles and only now and then struck a blow or two once or twice a day, think you not a long time would elapse ere the job was accomplished? Continuous advertising of the right goods, if judiciously managed, will bring success. Then when the replies begin to come in, the right sort of brain power must be at the head, and know how to follow them up. Of what profit do you think replies would be if an advertiser did not follow them right up in a business-like manner, with the proper kind of well-worded letter, circular or catalogue, and then when finally the orders begin to come in fill them with goods as good as has been represented, or better, if possible? Repeated orders from the same persons, month in and month out, and sometimes year in and year out, are what put dollars in the pocket or till of the advertiser. It should not be lost sight of for a minute that competition in the mail order business of any kind where advertising is done, is sharper to-day than ever before.

Never enter into the mail business unless you understand some of the fundamental principles on which it should be conducted. The business requires a lot more human nature to run it than many people, smart in other ways, ever imagined.—*Practical Pointers.*

## TRUTH IS THE MAIN ESSENTIAL.

The very nature of advertising tends to cast a suspicion upon the statements. The readers of ads naturally believe that a merchant is making the attractions of his goods just as strong as possible and probably overstating it a little. Their experience may have shown that the advertiser was overstating it a good deal. There are only a few advertisers whose statements are accepted as absolute truth, yet truth in advertising is the only sure foundation. When a merchant has made the people believe that every statement he makes in his ads regarding the goods he has for sale or the conduct of his store is absolutely truthful, he has won the battle for success.—*Apparel Gazette.*

## Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

WANTED—Something useful, novel for postal trade. ATKINSON, King St. Uverston, Eng.

A SECOND-HAND folder to paste and trim sheet 30x44. Must be in fair order. LOVELL PRINTING CO., Moorestown, N. J.

EXPERIENCED, sober, all-round newspaper man, 38, seeks situation in small city or town. "F. I. E.," care Printers' Ink.

SECOND-HAND cylinder and folder to handle 6-col. q. arto. Folder to paste and trim. Must be low. "L. P.," care Printers' Ink.

MORE than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

POSITION WANTED—By experienced adwriter and manager. Now employed as adman in retail store. All references. "L. D.," Printers' Ink.

PRINTERS' INK—A limited number of subscriptions at \$3.50 each. For particulars write AETNA ADVERTISING AGENCY, Norfolk, Virginia.

WANTED—Good subscription man for a mechanical paper. Can be carried as a side line. Very liberal pay. Address "BOX TWO," Printers' Ink.

SITUATIONS secured and help furnished for any department of newspaper work. Make your wants known to THE NATIONAL EMPLOYMENT AGENCY, Box 304, Canton, O.

WANTED—Good advertising man for a mechanical paper, wide-awake, energetic and one who can get business. Address, with references, "BOX ONE," Printers' Ink.

WANTED—Assistant editor for mechanical paper. Must thoroughly understand steam and gasoline engines, also electric motors, and write well. Address "BOX THREE," Printers' Ink.

STORY WRITERS—I will pay well for short stories for children of school age. Must be wholesome, interesting and in correct English. Address: MSS. to EDITOR "HAWAII'S YOUNG PEOPLE," Lahaina, Hawaii.

I AM desirous of interesting a capitalist in my patent medicine business. Will sell a half interest for \$25,000. Object is to organize a stock company. Closest investigation solicited. JOHN KREMER, Druggist and Chemist, 428 7th Ave., N.Y.

CANVASSER wanted to sell PRINTERS' INK—a journal for advertisers—published weekly at five dollars a year. It teaches the science and practice of advertising, and is highly esteemed by the most successful advertisers in this country and Great Britain. Liberal commission allowed. Address PRINTERS' INK, No. 10 Spruce St., New York.

PRESSMAN WANTED—A live, up-to-date man who knows how to do first-class printing and who is capable of handling help and managing. Must be of good habits and enterprising. One acquainted with electrical machinery preferred. Attractive and permanent position for man of good standing. Address "PRESSMAN," care Printers' Ink.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE P. HOWELL & CO., 10 Spruce St., New York.

ART DIRECTOR WANTED—By a progressive publishing house. Must be experienced in executing a variety of illustrative work, also trained in preparing photographs for best results in photo-engraving and printing. In addition to these qualifications, an eye for tasty make-up to produce artistic typographic effects in periodicals of various character would be very desirable. Address at once, stating training, experience, samples of work, wages expected, etc., "PUBLISHER," National Arts Club, 37 West 34th St., New York.

## ADDRESSES FOR SALE.

CLEVELAND any class complete. U. S. MAILING & ADVG. CO., INC., Cleveland.

## CAPS.

**DANBURY HAT CO., N. Y.**  
Caps quick—any ad embroidered on.

## ADDRESSES.

**1,000** SELECTED names, choice list, any class,  
\$4. COL. ADVERTISER, Denver, Col.

## FOLLOW-UP SYSTEMS.

**PRINTED** matter telling all about them free.  
THE SHAW-WALKER CO., Muskegon, Mich.

## UNIFORM CAPS.

**ESTIMATES** and samples promptly furnished.  
DANBURY HAT CO., 22 Desbrosses St., N. Y.

## BILLPOSTING AND DISTRIBUTING.

**AMERICAN ADVERTISING AND DISTRIBUTING CO., M. P. Roughton, Manager.** Post-office Box 554, Atlanta, Ga.

## TO LET.

**TO LET**—Three offices at No. 10 Spruce St.  
Rent, \$500, \$500, \$400, respectively. Apply to GEO. P. ROWELL & CO., owners, on the premises.

## CALENDARS.

**MOST** artistic line of advertising calendars ever offered. Write for price list.  
BASSETT & SUTPHIN,  
45 Beekman St., New York City.

## COIN CARDS.

**KING COIN MAILERS**, Beverly, Mass. Samples free. \$1.60 per M in large lots.  
\$3 PER 1,000. Less for more; any printing.  
\$3 THE COIN WRAPPER CO., Detroit, Mich.

## SITUATION WANTED.

**ADVERTISING** writer whose 15 years' experience and practical training in illustrating, engraving and printing has made his advertising exceptionally effective, seeks position with one or two firms in Chicago or vicinity. Address "A 100," Printers' Ink.

## PRINTERS' MACHINERY.

**WE BUY, SELL OR EXCHANGE**  
Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price.  
CONNEL, FENDLER & CO., N. Y. City.

## BONDS AND STOCK CERTIFICATES.

**WE** carry in stock Bonds and Stock Certificates partly completed, which may be finished in a short time, and at low cost. Send for samples.  
ALBERT B. KING & CO.,  
105 William St., New York.  
(Telephone connection.)

## ILLUSTRATORS AND ILLUSTRATIONS.

**H. SENIOR & CO.**, Wood Engravers, 10 Spruce St., New York. Service good and prompt.

## 75 C. NEWSPAPER HALF-TONES.

Single col. 60 or 55 line newspaper half tones mounted, and delivered free when cash is sent with order. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

## MISCELLANEOUS.

**PUBLISHERS' COMMERCIAL UNION**: a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

**THE** advertiser has facilities for furnishing information of all sorts obtainable from the Governmental Departments, and the service is rendered for a moderate compensation. Address A. V. LEWIS, 729 Eighteenth St., Washington, D. C.

## MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

## SUPPLIES.

**W. D. WILSON PRINTING INK CO., Limited**, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.  
Special prices to cash buyers.

## HALF-TONES.

**HALF-TONES** for private mailing cards from \$1.50 to \$2.50. STANDARD, 61 Ann St., N. Y.

**PERFECT** copper half-tones, 1 col., \$1; larger, 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

**HALF-TONES** for newspapers, coarse screens, extra deep, single col., \$1; double, \$1.50. Send the cash, we deliver. GRANT ENGRAVING CO., 112-114 North 9th St., Philadelphia, Pa.

## ADVERTISING NOVELTIES.

**FOR** the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**MADE FROM SPIKE NAILS.** Knives, forks, spoons, cigar box openers, etc. Best adv'g novelty, best seller at resorts. Samples, Fan-Ad. Expo'n souvenir, 10c. Booklet for asking. WICK HATHAWAY'S CONCERN, Box 100, Madison, O.

**ADVERTISERS**—The "TRIPLER" is a practical pocket advertisement of your business that will not wear out. It combines three very useful articles in one. Made of steel, weighs 1-3 ounce. Cost very moderate. Sample 10 cents. THE COATES CO., Uncasville, Conn.

## PREMIUMS.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. S. F. MYERS CO., 48-50 Maiden Lane, N. Y.

**CIRCULATION** managers will find Murat Halstead's latest book, "The World On Fire," a very profitable premium for subscriptions. It is as good as his "Life of McKinley," of which over 700,000 were sold in 90 days. It is a thrilling history of the splendors and horrors of Martinique and St. Vincent, together with the volcanoes of old, and considers phenomena threatening the existence of the globe. Demand enormous. 500 pages, 6x10. Nearly one hundred finest illustrations. Sample copy mailed for 62 cents. Special prices for quantities. Address  
THE DOMINION COMPANY,  
Department D, Chicago.

## BOOKS.

**TRADE PRESS LIST**, Boston, Mass.

## DEPARTMENT STORE DIRECTORY.

\$1 postpaid. 253 Broadway, New York.  
**MAKING A COUNTRY NEWSPAPER**—Text-book for newspaper makers. Worth its weight in gold in practical instruction. Subjects treated: the man, field, plant, paper, news, headings, circulation, advertising, daily law; how to make a newsier and better paying paper; how to get news, advertising, circulation. No book like it. Saves time, lessens worry, earns money. Indorsed by leading newspaper men. Bound in cloth, \$1 postpaid. THE DOMINION COMPANY, 334 Dearborn St., Chicago.

**READY-MADE ADVERTISEMENTS.** Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York, send the latest a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar—Cuzfow Catefaw.

The book will be sent to any address upon receipt of one dollar. GEO. P. ROWELL & CO., 10 Spruce St., New York.

EXCHANGE.

**EXCHANGE** what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

FOR SALE.

**THE** best city in North Carolina is Charlotte. **THE NEWS** reaches twice as many of its people as any other paper.

**THE** best county in North Carolina is Mecklenburg. **THE TIMES-DEMOCRAT** reaches twice as many of its people as any other paper.

**FOR SALE OR EXCHANGE**—A complete daily and weekly newspaper plant in a Democratic city of 12,000 people, and no Democratic daily, **ATBARGAIN** if taken at once. Address "M. S. B.," care **PRINTERS' INK**.

**FOR SALE**—Established literary publication, earning net income of \$4,000 per year. Excellent opportunity for literary man of business ability with supportability for a live newspaper man. Address "S. Y. Z.," care **PRINTERS' INK**.

**FOR SALE**—Profitable Republican paper, this State; owner reluctantly compelled to sell through pressure of other interests, \$3,000 to \$4,000 down. If preferred will retain half interest with capable man who can take immediate charge. Address "L. F.," care **PRINTERS' INK**.

**EVERY** issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

**TRUSTEE'S PRIVATE SALE.** Mr. James C. Deidrick, of Canton, Ohio, trustee of the bondholders of the Times Publishing Co. at Massillon, O., offers at private sale the business and plant of the daily **TIMES** and weekly **GLEANER**. An excellent opportunity for a live newspaper man to establish himself in a paying business. Massillon has over 12,000 population and has only one other paper. Propositions for the purchase of the property are invited.

ADVERTISING MEDIA.

**HARDWARE DEALERS' MAGAZINE.** Sample copy 10 cents, New York City.

**25 CENTS** per inch per day; display advertising, flat rates. **ENTERPRISE**, Brockton, Mass.

**40 WORDS**, 5 times, 25 cents. **DAILY ENTERPRISE**, Brockton, Mass. Circulation 8,000.

**POPULATION**, city of Brockton, Mass. 40,003. The Brockton **ENTERPRISE** covers the city.

**THE COLONIST**, Victoria, B. C. Established 1856. Best advertising medium in British Columbia.

**REACH** the best Southern farmers by planting your ads in **FARM AND TRADE**, Nashville, Tenn. Only 10c. a line.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**REPUBLICAN AND HERALD** (Winona) has the largest circulation of any daily in Minnesota outside of the Twin Cities and Duluth. Covers Southeastern Minnesota thoroughly.

**ADVERTISERS' GUIDE**, Newmarket, N. J.—Circulation, 5,000. Mailed postpaid one year, \$5c. Ad rate 10c. nonpareil line. Close 24th. A postal card request will bring sample.

**ONLY 50c.** per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

**ADVERTISING** in 100 or 1,400 weekly papers of the Central West. Send for 8-page booklet telling about them and containing other information. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York.

MULTIPLATE PROCESS PRINTING.

**5,000 LETTER HEADS** on a fine linen paper for \$3. Send for samples. Other good things just as cheap. **CLARK & ZUGALLA**, Printers and Paper Dealers, 88 Gold St., N. Y. City.

PRINTERS.

**1,000 NOTEHEADS** and envelopes \$3, cash with order. **L. H. MCNEIL**, Carey, O.

**5,000 NOTEHEADS**, \$4. Good paper, good printing. Send copy and cash with order. **JOHN FAWCETT**, Printer, Delphi, Ind.

**IF** you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO.**, 15 Vandewater St., New York.

**A SMALL SPACE WELL USED.** How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of the things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too. **PRINTERS' INK** FR 888, 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

**SPECIAL** new cuts and ads for selling anything at retail. Low priced, but first-class. **THE ART LEAGUE**, New York.

**RETAILERS** may learn of an inexpensive way of publishing store papers for advertising purposes by addressing **GEO. HENRY SMITH**, 150 Nassau St., New York.

**I HAVE** some common sense in writing and illustrating to sell. It's a business getter. Try me for samples. I can help you get business. **COMMON SENSE ADVERTISER**, Saginaw, Mich.

**AD CONSTRUCTORS** will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address **GEO. F. ROWELL & CO.**, 10 Spruce St., New York.

**ADWRITERS** and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

**I WOULD** like to explain my system of advertising for manufacturers and wholesalers to any one interested. Also to send samples of work that I have done for a number of large concerns. These samples represent a part of successful advertising campaigns; good plans represent the other part. I plan, write, design and illustrate advertising for manufacturers and wholesalers—retailers in some cases also.

**EDMUND BARLETT**, 86 Murray St., New York City.

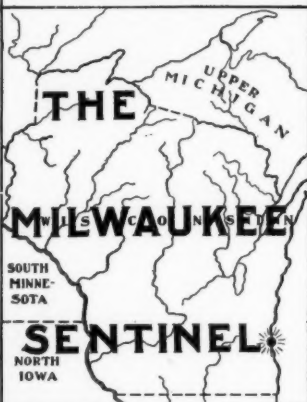
**MY LIMIT** is reached when I have induced an advertiser to write me for samples of my "doings." If a leisurely examination of what I send him DOES NOT make him wonder whether some of my "things" would not pay him, I simply lay down my "horn" without another "toot" or "tootlet." I make Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards, Newspaper and Magazine Advs., etc., etc., and desire to emphasize two things, viz., sending for such samples will cost you nothing and commit you to nothing, and postal cards will not be noticed by **FRANCIS I. MAULE**.

No. 13, 400 Sanson St., Philadelphia.



# MILWAUKEE

You can't cover Wisconsin, upper Michigan, southern Minnesota and northern Iowa without using



What's more, you need use no other daily or Sunday paper to work this field satisfactorily.

is at pains to do all in its columns profits satisfies all demands of newspaper, but makes its own in many ways

- 1) Principal ad changes and news index on Page 1.
- 2) Half a column of the editorial discussion of advertising.
- 3) Two or more columns, by experts, are a prime Section, which, like the paper by its color.
- 4) The paper's "ears" also eye to good purposes.
- 5) The publishers' press is reviewed and subscription
- 6) Apart from the circulation and advertising department maintained specially devoted to the paper's "tastes".
- 7) This department not only advertises *The Sentinel*. It publishes a great variety of bulletins on request.
- 8) Suggestions are always welcome and criticism

## SENTINEL COMPANY



# THE SENTINEL

do all in its power to make advertising profitable. The Sentinel not only satisfies and properly exacts of a first-class advertiser but makes the advertiser's interests in any way as yet unique in journalism.

Characters are briefly but prominently featured with the 1st Page.

The editorial page is devoted daily to live critical advertising in all its practical phases and phenomena. Columns, devoted to special articles on practical topics are a prominent feature of each Sunday's regular Business Edition, the way, is distinguished from the rest of the color.

It also serves the advertiser by catching the reader's eye.

The professional and the public trade press is carefully subscription to same is urged upon advertisers.

Advertising departments, but tributary to both, another is paper's "promotion."

The Sentinel, but advertises that The Sentinel advertiser's bulletins, folders, etc., sets of which are mailed upon

criticism is invited in good faith.

**PANY** MILWAUKEE

Department of Promotion

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

137 Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

138 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

139 Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

140 If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

### ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

**NEW YORK, AUGUST 20, 1902.**

NEWSPAPER advertising is the most nutritious food for a growing business.

THAT which brings success to one may cause failure for another, so weigh your chances well before imitating a competitor's advertising plan.

THE aftermath of advertising that is persisted in may be more valuable than the first gleanings. There is wondrous cumulative effect in persistent advertising.

SPECIAL articles, if they possess merit, do not become old with the public, provided the advertisements which exploit them are up-to-date. In proof of this there are many goods which have been upon the market upwards of half a century, and are great money winners.

NEXT time you are asked if advertising pays, just adopt the Socratic method of arguing and ask questions in return. Ask the skeptical inquirer to name the railroad that burns anthracite coal. Bet him a cigar he can name but one canned soup that is sold at six plates for ten cents. Make him name a window shade roller and bet him a dollar—or five, or ten, or twenty-five—that he cannot name another. And if you want more test questions or proof go to the pages of the magazines or the daily papers. It is as difficult for any person who reads to be ignorant of widely advertised commodities as it is for him to remember those that are not advertised.

THE one object in advertisements is to draw trade. Only this and nothing more. This is a fact that should impress itself deep in the brain of the writer of advertisements.

THE PRINTERS' INK 1902 ad contest, now in its thirty-third week, will be closed with the first issue in October. The last day of entries is September 24, 1902, therefore ambitious adsmiths have five weeks more in which they may make an attempt to capture the awards.

ADVERTISING being an essential of modern business, it is most important that the advertiser keep a record of its value to him. All business men are careful to note what their advertising costs them, but they neglect too much the keeping track of the yield of the advertising. It will pay any advertiser to keep as accurate a record as possible of the productiveness to him of every newspaper in which he advertises. This record should be systematic, easy of reference and should be carefully preserved for future guidance. The system so necessary in other departments of business should be deemed just as essential in the department of advertising.

CERTAIN successful persons who have spent their million in publicity are willing to admit that they know very little about advertising. Doubtless they will be thoroughly interested in the efforts of Mr. Mahin's college professors to enlighten them and clear up the mystery of this great modern business force. In the August number of Mr. Mahin's well-printed and instructive magazine Professor Walter Dill Scott goes into a lengthy analysis of "The Psychological Value of Fusion in its Relation to the Association of Advertisements." This being the fifth of a dozen such papers, the end is not yet. With all respect to Mr. Mahin and his learned contributors, the Little Schoolmaster asks that they devote another dozen papers to an inquiry into "The Supernal Significance and Eternal Nonchalance of the Infernal Circulation Manipulator."

THINKING success is the strongest incentive to achieving success.

POLITICIANS probably secure more free advertising with a smaller expenditure for paid space than any other class to whom publicity is necessary—not excepting grand opera stars, soubrettes and circuses. They are going to change all this down in Mississippi, however. Newspaper publishers in that State have combined against the politicians, and will give free reading notices only to candidates who use paid space, according to the St. Paul *Pioneer Press*. Mississippi nominations are made at primary elections, and it is very necessary that each candidate announce himself through the State papers. Heretofore the publishers have labored for the "good of the party," printing these announcements gratuitously, but this year a uniform rate of one dollar per paper per announcement has been agreed upon. As there are three hundred papers in the State each candidate will have to go into his campaign with a tidy advertising appropriation.

A NEW method of aiding the retailer has been devised by the R. F. Simmons Company, manufacturing jewelers, Attleboro, Mass. Many manufacturers now furnish free electrotypes and advertising advice to retailers handling their product, but this company proposes to pay for as much advertising in the retailer's local papers as he will pay for himself. Two series of ads have been prepared, each containing twelve five inch single column announcements. Plates of the first series are furnished the retailer and he binds himself to publish them between September 15 and November 15. The company then publishes the second series between November 15 and Christmas. Half of each electrotpe is given to an ad for the Simmons Watch Chains and Fobs, while the remainder of the space is left blank. The dealer is not only permitted to insert matter of his own in this space, but can designate the days upon which both series are to be printed. The campaign is being supervised by the Gove agency, New York.

THIS illuminating little circulation story ought to have wide appeal to both publishers and advertisers, for it epitomizes an ever-recurring condition. Opie Read, the Southern novelist, once published the *Arkansas Traveler* at Little Rock, Ark. The people of that section showed very little appreciation for the paper, however, and the future novelist decided to move it bodily to Chicago. Therefore he visited the general passenger agent of a Missouri railroad to arrange for transportation to be paid for with advertising. "But, Mr. Read, I don't seem to have heard of your paper," said the local George H. Daniels. "Where does it go?" Opie rose magnificently. "Where does the *Traveler* go!" he exclaimed. "Oh, it goes everywhere—North, East, South, West—just absolutely everywhere. Yes, sir! Why, do you know, I've had the fight of my life the past six months to keep it from going to hell!"

YEAR by year municipal advertising is becoming better understood and growing in favor. Some of the literature that has been sent out by enterprising cities and business men's leagues this summer cannot help but create favorable sentiment for the localities exploited. Two specimens recently received by the Little Schoolmaster are a booklet of thirty-two pages from the Citizens' Business League of Montreal, Canada. Each is well printed and thoroughly attractive, with text set off by an abundance of pictures. The Milwaukee league maintains offices in the Sentinel Building, furnishes all manner of information, mails literature and earnestly endeavors to attract every desirable thing to the "Cream City," from a tourist to a factory. The Montreal booklet is rather the handsomer of the two in point of pictures and typography. The antiquity and quaintness of the old Canadian city furnish more interesting material, and almost any person of taste will preserve the little volume for its sidelights upon history and its information about outdoor Canada. The Montreal book was printed by Desbarats & Co., of that city.

THE merchant ought to exercise the same care and judgment in buying his newspaper space as he does in buying a bill of goods.

KEELEY, of the drunkenness cure fame, was a large advertiser. He had supreme faith in publicity which comes through newspapers and was not slow to confess his obligation to them for his extraordinary success. A physician in excellent standing, he did not scruple to brave the wrath of his fellow medeciners by defying that article of medical "ethics" which forbids advertising. Their wrath came like the simoom or the cyclone for fierceness; yet as recompense, within the space of ten years he accumulated a great fortune, and, dying, left behind him a business which continues to yield large returns to its stockholders. The lesson of this example lies in the application of it.

MR. EDWIN M. COLVIN, superintendent of the W. F. Hall Printing Company, Chicago, sends **PRINTERS' INK** a bundle of specimens that show a wide range of excellent printing for advertisers. Most notable is a large bound book of the firm's type faces, published with a view to aiding customers in designing literature. The assortment of types is varied, and the volume also includes many ornaments and borders. Care has been taken to exclude hackneyed faces, while wide margins and tasteful arrangement give an inkling of methods in combining different faces of type to produce artistic effects. There is hardly any question of the advertising value of such a book. Several dozen booklets, folders, mailing cards and miscellaneous bits of advertising literature show that the firm is capable of turning out printed matter that will rank with the best products of the Barta Press, Hollister Brothers, the Henry O. Shepard Company, the Cheltenham Press and other plants that have reputations for fine printing for advertisers. The firm does much of the printing of Montgomery Ward & Co., Swift & Company, A. C. McClurg & Co. and other Chicago advertisers.

"SCHEMES" in advertising, schemes for making money by short cuts continue, but those back of them have to work much harder than in former days. Readers of experience avoid advertisements which offer more than is reasonable. Those fellows who promise something for nothing are having an especially hard time of it.

SHOW & HUNT, grocers, Santa Barbara, Cal., send the Little Schoolmaster a series of four inch double column ads on various features of their business. The specimens submitted are commendable for variety, sensible, businesslike, argument and excellent typographical treatment. They were written by D. E. Clark, Alexander Block, Santa Barbara, Cal.

ANENT the coronation of King Edward the New York *World* speaks editorially of the incidents most remarkable in connection with that event.

\* \* \* \* The other incident is the appearance of the London morning papers this morning with illustrations, a new departure calculated to open the eyes of the readers. This indicates little less than a revolution in British journalism and is a flattering compliment to the more advanced journalism of the United States. The British editor is evidently "getting a move on him." \* \* \* \*

It is a flattering compliment to American journalism. But the Little Schoolmaster is inclined to believe that the move which British editors are getting onto themselves is largely due to the American business office of American newspapers, i. e., to the influence which American advertisers have brought to bear upon the stagnant methods of English journalism. In this belief **PRINTERS' INK** is strengthened by personal conversation with some of the brightest English advertising men who have visited the Little Schoolmaster's office within the past six months. And the credit which belongs to some of the excellent English **PRINTERS' INK** babies should not be forgotten. The statement of Mr. F. James Gibson: "American advertising is the best in the world and **PRINTERS' INK** has made it so" has long since become true. The truth of it is spreading to many continents, bearing fruit.

THE ability to write advertisements can not be imparted in the class-room. It is only to be acquired in the hard, unsympathetic school of practical experience.

FEW advertisers have so happy a way of "striking thirteen every time" as Mr. Rossbach, of the Washington Shirt Company, Chicago. Be it folder, car card or bulletin board it's usually original, timely and altogether well worth while. His latest novelty is a folder cut in the shape of a collar which will attract attention in the mail of any mortal, be he ever so blase. In view of the advertising done for this company's three stores it is not difficult to understand how a million collars were sold over its counters in the past ten months.

THE city of Sacramento, Cal., is about to begin advertising, using a uniform two-inch single column ad in 1,700 miscellaneous publications at a cost of about \$400 per month. The list includes *McClure's*, *Munsey's*, the *Century*, *Scribner's*, *World's Work*, *Metropolitan* and *Rural Home*, *Review of Reviews*, *Country Life*, *Farm Journal*, *Christian Herald*, *Ram's Horn*, *Farm and Fireside*, *Bookkeeper*, *Western Home Monthly*, *Saturday Evening Post*, *Out West*, four Methodist publications and 1,693 papers in the co-operative or patent outside lists. It is believed that best results will be secured by advertising simply to attract large numbers of inquiries from Eastern people interested in California and her lands, depending upon follow-up literature to bring new residents and tourists to the State. A card system mailing list has been established in connection with the campaign and matter is sent to each person every month. Accurate records are kept of all matter mailed and inquiries received. Residents of the State have been asked to furnish names and have responded generously with names of Eastern friends known to be interested in California. Special matter is sent to these persons, with letters indorsed by the individual who submitted the name, and a further request for names is made of each Easterner to whom letters are sent.

THE advertisement has advantage over most agents in that it does work for the future and in the future. If the advertiser does his part well, the men it brings to him may be held indefinitely. The advertisement will not do it all, but it will do much more than half of the work.

THE displaying of goods is an art in itself, and it may be made a most effectual mode of advertising. What one sees is often an all-potent argument in favor of buying it. How needful, then, that this art of displaying shall be studied in order that it may be rendered most effectual.

A MOST convincing booklet is sent out by Bendiner & Schlesinger, retail pharmacists, Third avenue and Tenth street, New York. The writer who compiled this booklet knew that Greater New York is a very large place with all its environs, and that the retail drug store that made efforts to get trade from its millions of inhabitants must offer them reasonable advantages and special inducements to come to this centrally located shop. First, therefore, he prints a map of the district, showing that it is as easy to get to Bendiner & Schlesinger's as to Wanamaker's. Then he goes into reasons for buying, saying a great deal in a very little space about prescription clerks, and their responsibilities in the handling of powerful medicines, and the danger that comes of having a prescription put up by one who tends the soda fountain and sells cigars half a dozen times during the compounding of a prescription that means life or death to some sick one. Then follow talks about scientific compounding, the firm's half century in business, the mail order department, the excellent all-night service, the care taken in testing drugs and other features that make the store distinct. The story would seem over long to a casual observer, but there is little doubt but that it has power to catch and hold readers, and when it has been read it leaves an impression favorable to Bendiner & Schlesinger's store and methods.

ADVERTISING is the life-blood of business.

No man becomes famous except through publicity. There have been, doubtless, great heroes among savage peoples having no written language, but their names have perished with them. The McKinnleys, Clevelands and Roosevelts would not be possible except through publicity, however eminent their ability. The successful business man reaches his goal precisely as the famous man in politics reaches his, with the difference that the business man must pay a stated sum for his publicity.

"PRACTICAL ADVERTISING" is a year-book issued by the Mather & Crowther Agency (Ltd.), London. Like all British directories it is heavy in the extreme, both in contents and weight. Without any wish to dishearten our good cousins or question the wisdom of the methods that seem good to them, it must be said that they include much seemingly irrelevant matter in their annuals, making directories that are unwieldily compared with our own. John Bull is fond of printing philosophic articles upon advertising in volumes of this sort, where we in Yankeeland would print them separately in little brochures and send them out once a month. The directory part of a British advertising annual is also illy arranged, being set in large type and scattered over about four times as much space as is necessary with our more concise classifications. But it is hardly fair to punish the present volume for all shortcomings of British advertising agencies. According to the methods of making advertising directories in England it is a good book, and doubtless acceptable to those who use it. The directory proper gives lists of all publications in London, its suburbs, Great Britain and the Colonies, listing them by locality and name. The date of publication, establishment, time of going to press, price, size of column and page, rates and circulation (when stated by publisher) are also given, and among the many pages of advertising are some notably good colored inserts.

EACH and every dealer should have excellent reasons why the public should deal with them. These reasons should be given clearly in the advertisement. If one have no such reasons, then he is lacking in that most essential quality of a good merchant, the being able to buy advantageously as well as judiciously. He should learn all over again until he can give the reasons that are convincing.

THE Postoffice Department is considering methods of saving postage upon reply cards that are not returned to advertisers who send them out to customers, according to the *Houston (Texas) Post*. Four plans were recently presented to a commission appointed by private corporations, which offer to purchase reply cards of a special design from the government at manufacturing cost. These in turn are to be sold to customers at a fixed rate, and the corporations, by a system of checking, will ascertain the number sent in reply. Those used by the persons to whom they are sent will be paid for, while those not used will have cost only for manufacturing. These corporations propose to establish offices in every city where mail order business is done. Under a third plan the department will sell reply cards to consumers, checking returns and giving a rebate for those not used. The fourth plan is a variation of the third one. The commission has recommended that three of these methods be tried in not more than three cities for a term of two years. Fourth Assistant Postmaster-General Bristow objects to the experiment of the systems which farm out reply cards, and insists that whatever is done should be entirely within the control of the department. First Assistant Postmaster-General Wynne urges that any scheme, whether private or not, that will save the excessively wasteful use of the mails, should be tried and says that under existing laws there is authority for such experiments. Third Assistant Postmaster-General Madden objects positively to putting the business in the hands of private parties.

## STREET CAR ADVERTISING.

All forms of advertising are valuable, though if we believe all that some newspapers say on the question of what form of advertising is the best, no other opinion could be formed than that newspaper advertising is the only profitable form of obtaining publicity. Perhaps, if but one form of advertising were to be used, newspaper advertising would be considered the best, but it is certain that newspaper advertising alone would not bring nearly the results that it would if aided by the street cars. In fact street car advertising and newspaper advertising are very closely related. Each to a certain extent is dependent upon the other. Very frequently it's the case, however, that the newspaper gets all the credit for making sales, when part of the credit rightfully belongs to the street cars. If a street car card impresses a man to the extent that he hunts up your newspaper ads in order to obtain a fuller description of the article, and if a sale results as a consequence of reading the ad, it would seem that the car card is entitled to as much credit in making the sale as is the newspaper advertising.

The main purpose of all street car advertising is to impress, not by detailed explanation, but by constant repetition. If you tell a man a thing often enough, he will finally believe that it is true, even if you do not give him valid reasons for doing so. The Royal Baking Powder advertising is an illustration of this. There are very few people in this country who do

not believe that Royal Baking Powder is a pure baking powder. Why? The Royal people do not give reasons that would lead one to such a conclusion. The fact of the matter is that the Royal people have told us that it is "absolutely pure" so many times, that it has almost become a part of our being, and the mention of a good baking powder will in nine cases out of ten bring before our mind's eye the name "Royal."

Like the Royal Baking Powder advertising, street car advertising impresses by constant reiteration. In all large cities the street cars are used a great deal by all classes of people. In fact, the street cars have a great many more patrons than have the newspapers, and it is not unreasonable to suppose that one's card, if it appears in all the cars, will be read by more people than will an advertisement appearing in all the newspapers. Very few people have the time to read everything in a newspaper, and the chances are a great many newspaper readers will not see your ad at all. On the other hand, a person riding in a street car can do but one of two things—to stare his neighbor in the face, or to read the cards. In this day and age, street car advertising is just as necessary to attaining success in business as is newspaper advertising. The best possible results can only be obtained by a liberal use of both. One is supplementary to the other. In the street cars a person sees that such and such a thing is the best in its line. He turns to the newspaper and reads why it is the best. One calls attention; the other explains.

TAYLOR Z. RICEY.

"Of course PRINTERS' INK sometimes holds opinions that are not in harmony with our own. That is a point in its favor, surely. In the main it is entirely in accord with our best business wisdom, however, and we like it, and we want people to know that we like it. Seems to me that PRINTERS' INK and the *Inland Printer* have many points of resemblance—each is as honest and able as it can be made, and each is first and alone in its especial field."

—Henry O. Shepard, *Publisher Inland Printer, Chicago.*



## A THRIVING SPECIAL AGENCY.

MR. A. M. KNOX TELLS AN INTERESTING STORY IN A CONVINCING WAY.

The J. E. Van Doren Special Advertising Agency was founded in 1892 by the gentleman whose name it bears, and its first offices were in the Tribune Building, New York. The concern was incorporated in 1893 and, two years later, a Western office was opened in the Boyce Building, Chicago. This became necessary for the better handling of the Western business. In 1899 the interests of the founder were assumed by Mr. A. M. Knox, then business manager of the St. Paul *Dispatch*, Mr. T. S. Hand, who was attached to the New York office, and the Chicago manager, Mr. E. S. Cone. Associated with them now is Mr. M. D. Hunton, who is located in the New York office. They are all young men—being yet on the sunny side of thirty—but what they lack in age they make up for in ambition, energy and experience. This much is evidenced by the fact that they have, within the past three years, more than trebled the business. In fact, soon after they assumed control of the concern it became necessary for the better handling of a growing business to move to larger quarters, consequently the spacious suite of offices in Temple Court, now the home of the agency, was engaged.

In a recent conversation with Mr. A. M. Knox, the vice-president of the agency, he told a PRINTERS' INK representative that the list of papers controlled by his agency was, geographically, the strongest and best that could be selected for effectually covering the eastern half of the United States. The different papers they represented were either absolute leaders in their respective localities, or so powerful and important that they simply had to be included in any campaign that contemplated the complete covering of the South and Middle West. In these two sections they were particularly strong, and they were territories much prized to-day by the mail order advertiser. The permanency of their advertising patron-

age—so far as the older advertisers were concerned—was a silent testimonial to the merits of their list of papers, while new advertisers were constantly making a test of the mediums—and remaining with them after trial.

"We have fourteen good propositions to offer the advertiser," said Mr. Knox, "and I may be pardoned for laying some stress upon them. They are, almost without exception, papers of long standing, well established, good paying concerns and each with an influence peculiarly its own. Let me tell you what they are.

"In Buffalo we have the *Courier*, a morning paper, and the *Enquirer*, an evening paper, with a combined sworn circulation of 81,400 daily. These two papers afford the largest circulation in Buffalo, and they carry more advertising, both local and foreign, than any other Buffalo papers.

"In Cincinnati we have the *Commercial Tribune* with a sworn circulation of 51,000 daily and 73,000 Sunday—the only morning Republican paper in that city and the most influential one in the State of Ohio. The Cincinnati *Weekly Commercial-Gazette*—established in 1793—has a circulation exceeding 65,000 among the farmers and residents of the smaller towns in Ohio, Indiana and Kentucky, and it is really an excellent mail order paper.

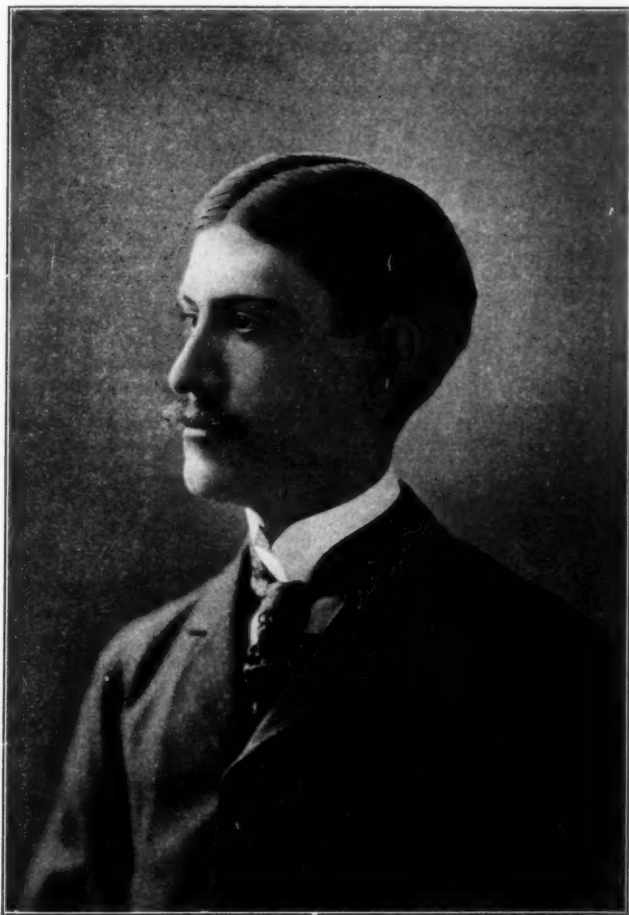
"Jumping to Pittsburg we have the *Chronicle-Telegraph* which, established in 1841, has now a sworn circulation of 79,000. It is the leading evening paper of the smoky city. We have the *Pittsburg Gazette*—established in 1786, with a sworn circulation of 68,000. It is the leading high-class morning paper of that great manufacturing center. Neither one of these papers admits any objectionable medical advertising, nevertheless they carry more advertising, both local and foreign, than any paper published in Pittsburg. The Sunday edition of the *Gazette*—though only six months old—has a sworn circulation of 55,000 and it is growing each week.

"In Detroit we have the *Free Press*, established in 1826. It has a daily sworn circulation of 42,500



and on Sundays it exceeds that number by 10,000. It is the oldest, largest and best paper in Michigan, enjoying a national reputation, and possessing an influence

culuation exceeding 56,000. It is the great Republican paper of the Middle West and is recognized by our advertising patrons as one of the most profitable mediums in the



MR. A. M. KNOX.

in its territory equalled by no other paper.

"We represent the *Kansas City Journal*, established in 1854, which now has a daily and Sunday cir-

country. The sworn circulation of the *Kansas City Weekly Journal* is 170,000 and the low rate per line asked for its advertising space makes it one of the cheapest prop-

ositions ever offered to advertisers. In the adjoining State we have the *Lincoln State-Journal*, established in 1870. It is the only morning paper in the city and the leading Republican paper of Central and Southern Nebraska. Its sworn circulation is 13,248 daily and 16,916 Sunday. The *Lincoln Evening News*—established 1881—is the largest afternoon paper in the city and has 9,300 circulation.

"In the State of Colorado we have two papers—the *Denver Post*, published every evening and Sunday morning, with a sworn circulation of 34,000 daily and 39,000 Sunday. It is the largest daily paper between Kansas City and San Francisco, and is one of the best edited and most widely quoted newspapers in the United States. In this State we also have the *Colorado Springs Gazette*, which has a daily and Sunday circulation of 11,610. It is the only paper in Colorado—outside of Denver—that is published every day in the week with the full Associated Press dispatches. It circulates largely in Cripple Creek, Pueblo, and the mining districts around there.

"In St. Paul, that lively city of the great Northwest, we have the *Dispatch*, a newspaper established in 1868. It has now a sworn circulation of 48,000 and it is the largest daily paper in the Northwest, outside of Chicago, exceeding in circulation the combined issues of the two next largest papers in St. Paul. It carries more advertising, both foreign and local, than any other paper published in the Northwest. The weekly *St. Paul Dispatch* has at present a sworn circulation exceeding 80,000, and mail order advertisers have found this a most excellent medium, as its rates are low considering the circulation.

"When it comes to the South it will be found that we are well equipped. In Richmond, Va., we have the *Dispatch*, established in 1850, and the *Evening News*, established six years ago, and they have a combined circulation of 23,000. For half a century the *Dispatch* has been the leading and representative paper of the city and State.

"The New Orleans *Item* is pub-

lished evenings and Sundays and has a sworn circulation of 16,700. It guarantees twice the circulation, in New Orleans, of any other paper, or a circulation equal to the combined city circulation of any two other papers. The Knoxville *Sentinel* has a sworn circulation of 6,162, and it is the largest daily paper in East Tennessee, and one of the three papers in the State making sworn statements of circulation for every issue.

"In Alabama we have two papers—the Birmingham *Evening News* and the Mobile *Register*. The former has a sworn circulation of 13,200 and it guarantees twice the circulation of any other paper in its territory and 1,500 more than the combined circulations of the two other dailies published in the city. The Mobile *Register*, founded 1821, has a circulation of 8,173 and it is the only paper of any size or importance in a territory of several hundred miles, and the only morning paper on the Gulf coast between New Orleans and Jacksonville, Fla.

"We have nearly all the leading advertisers in America represented in our list and their number is gradually increasing. We employ three solicitors from each office to look after these advertisers and solicit new business. We are satisfied that our strenuous work in the past few years is bringing us its reward in the shape of a rapidly growing business, but we shall continue to persevere. I believe that every one of the papers we represent complies with the requirements of the editor of the American Newspaper Directory so far as furnishing sworn statements of circulation. One cannot sell advertising space conscientiously—and with a reasonable certainty of continued business—unless he is satisfied that he is giving the advertiser what he claims."

THE world can get along without an advertiser. This has been proved so frequently that there is not the slightest doubt about its truth. The point with the advertiser is that he cannot get along without the world and the only way he can keep it with him is to persist in advertising.

## VOLNEY B. PALMER.

## AN OLD TIME WRITE-UP.

A correspondent sends PRINTERS' INK the matter printed below. Mr. Palmer is generally admitted to have been the first man to establish an advertising agency. His various offices were disposed of, about fifty years ago, to S. R. Niles in Boston and Joy, Coe & Co., in Philadelphia and New York. S. M. Pettingill was a clerk with Mr. Palmer, and later established a successful business of his own. Very little is known of Mr. Palmer. He was an energetic man, somewhat pompous in manner, not always prompt in making remittances, but, taken all in all, a good sort of person and did a good work. He died long ago, and all of his immediate successors have also passed away. The Niles agency went into the hands of the Boston Branch of Mr. Pettingill's concern, the New York office of Joy, Coe & Co. still has an offshoot still doing business under the name of W. W. Sharpe & Co., while the Philadelphia office after various fortunes had its skeleton packed away among the discarded rubbish of the great agency of N. W. Ayer & Son. To those who are old and reminiscent the matter to which space is here given will not be destitute of interest. It is a good specimen of an old time free write-up.

PHILADELPHIA, July 26, 1902.

Editor of PRINTERS' INK:

Inclosed I hand you a newspaper clipping found in a diary for 1846, kept by my father. It is sent on the chance that it may be of interest to you as possibly concerning the first advertising agent in the United States, though I have no knowledge that he was the first.

Yours truly, A. P. Root.

2123 N. 16th st.

The following letter sets forth, in a strong and clear manner, the advantages of advertising. V. B. Palmer, Esq., is justly entitled to all the credit accorded to him by the writer.—*Woodbury Constitution.*

Correspondence of the Dayton Transcript.

PHILADELPHIA, June 29th, 1846.

I arrived here by the cars on Friday night. As my time has since been chiefly occupied with business, I have not yet been to see many of the lions. One of my first devoirs was attention to your business with your agent, Mr. V. B. Palmer; and it will not be uninteresting to give you some detail of an hour's interview with this extraordinary man. I

say extraordinary, because he is not only the first who has set on foot a new system of propelling the commercial machinery of the country, but has conceived the plan, through unaided foresight, and has, by perseverance and energy, despite gigantic opposition and multiplied discouragements, succeeded. He has, for five years, labored to establish a general newspaper agency, by which a regular and systematic means is afforded to business men of giving notoriety abroad to their respective branches of business. To give you some idea of his views, which you will no doubt conceive correct, he draws a comparison between all commercial pursuits and the grand theater of mankind in their physical and intellectual capacity.

Whereas the physical must be aided by the intellectual in order to compete with the growing wants and demands of the former, so the material affairs of business transactions must be aided and sustained by a proportionate exercise of intellectual energy; and this intellectual energy should keep pace with the facilities by which the material affairs of business are advanced. If they do not, the same effects must, from time to time, arise, that would result from an overgrown population without the mental discretion to provide means for their sustenance. As a portion of the community would be subject to starvation and death, so in the commercial world, that portion which, with listless concern for the mere transferring and handling of merchandise—the mere material of trade—would inevitably be obliged to succumb to what is reputed the times, and fail. Formerly the material of trade required but little intellectual exertion. Whilst our population was comparatively small, our resources limited, our business men few, our conveyances tardy as also our means of intelligence, it was an easy matter to give notoriety to business abroad, by means of verbal, written or printed communications, which were leisurely passed from one to another and read. The times have changed. Instead of the slow Conestoga teams, we have steamboats and locomotives. These have also superseded the mail coach. The material of trade has advanced beyond all calculation for speed and dispatch.

Those business men who have consulted, with proper discretion, the facilities at hand, are advancing rapidly in the scale of fortune; whilst many, very many, who have availed themselves merely of those palpable aids which they were obliged to resort to, or immediately sink, are yet lingering along behind the times. Every one is now obliged, if he would keep pace with the times, to aid his physical exertions in trade, or whatever business he may be engaged in, by due recourse to those means by which his business profession may become generally known. This is the intellectual part of his business, and the press is the great medium through which it must, at the present day, be developed. Now-a-days newspapers are diffused far and wide, they are read by all, and they afford the only vehicle by which men and establishments at a distance become generally known. At the present day, as yet, this engine of intelligence, though a most important organ of business, has

not attracted attention commensurate with coteremporary improvements, simply because the material of business is more palpable and tangible, and it will be only by degrees that the power of the press will be acknowledged as equal to that of steam for the furtherance of business enterprise.

The advantages to be gained through the press are, however, not a universal secret, and our attention is oft-times directed to persons who have, as if by magic, arisen from meagre circumstances to a condition of affluence and wealth. A certain grocer commences business in an obscure part of this city. His profits enable him to advertise occasionally. Finding his custom increase he gives further publicity to his house. The surplus profits of his first business years are thus expended, and by means of this secret, he continues to enlarge his business until he finds himself master of a princely fortune. Who has not known or heard of the fortunes gained by the patentees of medicines, or the promulgators of panaceas, vermifuges, ague tonics, pills, etc.? The secret of their fortunes lies not alone in the intrinsic value of their nostrums, but in their availing themselves of the means of making them known. Their medicines would have remained with them, and gone with them to the grave, had they depended on their curative powers, without making them known to the world. A few patients might have made known their virtues to several neighbors, and the custom would not have justified an extensive manufacture. Thus it is with business of every branch in existence. Publicity must be gained through the press, or the establishment, like a body without a soul, must return to the elements from which it sprang. Such are the views of Mr. Palmer, and I think them correct; and I congratulate you on having your name on his list. He is a real business man. He makes himself responsible for the pay of all advertisements sent by him, and he exerts himself nobly in the diffusion of his principles, which, from the most discouraging results for the first two years, have at length gained him the assurance that his views are correct. I might express a surprise that editors have hitherto remained so dormant on this subject, but like every new practical theory it must find its way to the understanding by trial, and until its utility is as apparent as noonday, it must, step by step, grope along an untrodden path under the glimmering light of a few advocates.

Truly yours, IZZARD.

#### ADDRESS WANTED.

PAGE BELTING COMPANY.

CONCORD, N. H., August 5, 1902.

Editor of PRINTERS' INK:

We have before us a leaflet taken from PRINTERS' INK for September 30, 1896, containing an article by Claude C. Hopkins. Will you kindly tell us Mr. Hopkins' address? Yours truly,

PAGE BELTING COMPANY.

THERE'S as much difference in advertising mediums as there is in poker hands, some are bobtails that you can never fill while others you can always draw to.—*White's Sayings.*

#### FILES EXCEPTIONS.

"CHICAGO EVENING POST."

CHICAGO, August 8, 1902.

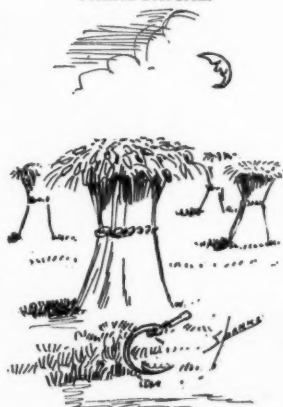
Editor of PRINTERS' INK:

Permit me to thank you for the kind and generous comment on page 10 of your issue of July 23rd. Since purchasing the Chicago Evening Post we have added to its staff Mr. Roswell Field, who is conceded by people of this city, at least, to be a gentleman of fine literary character and taste; Mr. Henry B. Fuller, who is supposed to be the equal of any of our Western literary men, and an author known not only in this country, but all over the continent of Europe, and whose works are of the very highest literary style; Mr. George S. Beachel, our special financial correspondent in New York (we are the only evening paper that has a special financial correspondent); H. D. Fargo, our special correspondent in Washington. We have as special writers some of the best scholars in the Middle West and in New England. These things seem to have appealed to our people at least, as our circulation has materially increased, and our advertising has been from 30 to 40 per cent more than it was previous to our purchasing the property. We have not lost any of the old readers, but have added thousands of new. Mr. Victor Lawson of the News, Mr. Kohlsaat of the Record-Herald and Mr. Patterson of the Tribune have all complimented, in person and by letter, the present management and character of the Post. We were not aware until we read the statement published in your paper ("The Post, once the cultured, quality medium in the evening field, has lost much of its old character under new management") that we had been deceiving our patrons, deceiving ourselves, by adding such men to our staff as I have named above, or that we were lowering the character and tone of the paper.

Yours truly,

J. C. SHAFFER, Pub.

#### PARADOXICAL.



ALWAYS THRESHED BUT NEVER BEATEN.

# OF INTEREST TO MAKERS OF NOVELTIES.

JAMES ATKINSON,  
Caxton Printing Works.  
ULVERSTON,

LANCASHIRE, Eng., August 10, 1902.  
*Editor of PRINTERS' INK:*

Re—your issue dated July 9th: Advertising Novelties.

As a constant reader of the Little Schoolmaster I must certainly re-echo Mr. L. W. Lewis' remarks, and with him desire to say for this past 12 or 18 months we have entirely failed to find the names of any makers of advertising novelties. Doubtless there are hundreds suitable for the purpose that we require, i. e., a postal trade, and it is indeed a surprise to the writer that such manufacturers do not spend more money in making what they have to offer more widely known. Yours faithfully,

WILLIAM ATKINSON.

The letter to which Mr. Atkinson refers is reprinted below just for one reason. PRINTERS' INK aims to be of complete service to advertisers and receives frequently inquiries of the same nature which pertains to the Atkinson and the Lewis letters.

## ADVERTISING NOVELTIES.

L. W. LEWIS.

355 Main street,

DALLAS, Texas, June 25, 1902.

*Editor of PRINTERS' INK:*

Each week we look over PRINTERS' INK but so far have failed to find the name of any makers of advertising novelties, such as we handle.

Will you very kindly give us the names of a few manufacturers of novelties suitable for our trade of advertisers?

Respectfully yours, L. W. LEWIS.

PRINTERS' INK is admittedly a great puller for all sorts of responsible propositions to practical advertisers, and in the Little Schoolmaster's egotistical opinion all sorts of responsible manufacturers of sensible advertising novelties could be profitably represented in its advertising columns. Such a proceeding would make PRINTERS' INK more useful to its large constituency. It could be profitably done in the classified columns of the paper. Four lines, twenty-eight words, can be made to tell an eloquent preliminary story at a cost of a single dollar. No other publication on earth reaches every week as many people who are likely to be interested in novelties as the Little Schoolmaster does.

Those who spend the money have rights which must be respected, and in purchasing goods they have a right to demand well known and meritorious articles.—*Progressive Advertiser.*

## CLEAR AS MUD.

BUT NOT SO TRANSPARENT.

MINNEAPOLIS, Minn., August 5, 1902.  
*Editor of PRINTERS' INK:*

Will you kindly read the inclosed letter to your A. A. A. and give to us an expression of your policy and views regarding this subject. Oblige,  
THE AGRICULTURIST Co.,  
P. V. Collins, Mgr.

AMERICAN ADVERTISING AGENTS' ASS'N.  
120 Nassau street,  
NEW YORK, July 30, 1902.

*To Publishers:*

The American Advertising Agents' Association, through its executive committee, feels that the time has come when publishers should unite in the common cause of upholding and weeding out the list of so-called agents but who have not the proper qualifications for recognition.

A great deal has already been accomplished for the benefit of the advertising business by three organizations representing the important dailies, the magazines and the mail order journals. Standing committees have been appointed by each of these organizations, not only to adjudicate any difference that may arise between the advertising agents and the papers represented by these three associations, but to pass upon any other question that may arise.

As an evidence of the progress made by these associations, viz.: the American Newspaper Publishers' Association, the Quoin Club and the Publishers' Representatives, there has been prepared a list of the general advertising agents, and in the future there will be no excuse for a publisher to insert advertising and allow the agents' commission to unknown parties—the outcome of which in three cases out of four is loss to the publisher, and the business, in ninety-nine cases out of a hundred, would ultimately come to the publisher through reliable and proper channels if refusal to grant agents' commission was insisted upon at first. The most popular method in vogue to-day for seeking recognition is for an agency to be started, oftentimes as a corporation, but whose real purpose is thus organizing is to push the advertising for the articles or remedies of one concern. It is this phase alone that shows the necessity for proper organization, as full information is needed to give proper judgment in these cases constantly arising.

There is a great temptation for an advertising manager desiring to make a record, and who sees good sized copy running in a rival paper of his town, to waive strict investigation and accept business simply on the ground that the other papers have it—but it is against such methods that the American Advertising Agents' Association now protests. Though at the risk of temporarily losing some of the business, we believe that publishers should maintain a fair position to the men who have spent a lifetime working up advertising, and should refuse recognition, except to those parties who have been passed upon by a competent committee representing both the publishers and the agents.

This association has no desire to limit the list of agents beyond the three qual-

ifications, which every fair minded man must consider necessary to save the publisher from loss: viz., financial responsibility, a proper office equipped for the transaction of this business alone, sufficient experience to warrant the belief that he may be successful in the conducting of a general advertising agency business.

The American Advertising Agents' Association is ready at all times to render what assistance it can to any publisher seeking information, whether a member of any of the three associations or not.

At a recent meeting of our executive committee the following was adopted: "We believe that publishers should furnish as full information regarding circulation as they do concerning rates and on their rate card." Very respectfully,

J. W. BARBER, Sec.

MINNEAPOLIS, Minn., August 4, 1902.

American Advertising Agents' Ass'n,  
150 Nassau st., New York, N. Y.:

GENTLEMEN—We have read with great interest your circular letter of the 30th ult., appealing to the publishers to stand by you in weeding out irresponsible new advertising agencies.

The *Northwestern Agriculturist* is with you heart and soul, but you don't go half far enough. How about the old agencies engaged in piratical rate cutting and division of commissions with the advertisers? How about the agencies which make a practice of leading advertisers to believe that they can and do undersell the publisher, on his own space?

In all of your attacks on new agencies, why are you silent about the old sinners? Will you oblige us by writing us a letter along the line suggested below?

Your association recently invited a committee of the National Agricultural Press League to confer with your committee on this subject. The writer is president of the National Agricultural Press League, and believes that a letter from you putting your association on record not only as opposed to shyster new agencies, but also to shyster old agencies, would go a long way toward achieving the end sought by the aforesaid conference and your circular letter. It would show a sincerity of purpose which would be refreshing and confidence-inspiring.

Perhaps it may pinch the toes of some of your members, but it should be a condition precedent to your appeal to weed out new agencies, that you first weed out the old ones, who are at least equally to blame for whatever demoralization exists. Will you write us as follows?

Now, gentlemen, don't dodge the issue we beg of you. Yours sincerely,

THE AGRICULTURIST CO.,  
P. V. Collins, Mgr.

The Agriculturist Co., Publishers the  
*Northwestern Agriculturist*, Minneapolis, Minn.:

GENTLEMEN—Answering your inquiry, we will state that the American Advertising Agents' Association agrees with your position that an agency which persists in attempting to cut a publisher's rate, is not doing legitimate business, and by its securing or attempting to secure

secret rates, extra discounts or rebates, from the weaker papers, it therefore becomes necessarily biased in its advice to clients, so that it cannot render an advertiser reliable service, but will tend to use the weaker papers in preference to the more desirable ones. This association discountenances secret rate-cutting in all of its forms, as prejudicial to the interests of publishers, advertisers and agencies. We recommend fair rates and uniformly maintained, so that agencies will be unbiased and advertisers will be induced to use the better papers, on their merits alone, and not because it is to the selfish interest of the agency to profit by secret rebates or special arrangements with a publisher.

Yours truly,

THE AMERICAN ADVERTISING AGENTS' ASSOCIATION.

### REACHING THE GERMANS.

"VOLKSBLATT & FREIHEITS-FREUND,"  
Daily, Sunday and Weekly German  
Newspaper.

PITTSBURG, Pa., August 11, 1902.

Editor of PRINTERS' INK:

A number of articles have recently been going the rounds of the English press (and some of them have been reproduced in your journal) to the effect that the readers of German newspapers in the United States can be reached largely through their English contemporaries. With a view to testing the truth of these assertions, we mailed to each of our 208 carriers the inclosed return postal card. Up to this time replies are in hand from 173 of them and the information given us is so gratifying that we are of course highly elated and we believe ourselves justified in asking you, in justice to ourselves and to the other German-American newspapers of this country, to publish the information, together with such comments as you may see fit to make. As stated above replies are yet missing from 35 carriers and those carriers are the ones who handle the largest number of papers and who consequently need considerable time for a careful canvass of their routes, so that the information given may be absolutely correct. The 173 carriers whose replies are at hand handle 11,811 of our daily papers and of this number they tell us that 10,271 are delivered to subscribers who take no English morning newspaper. This is almost 87 per cent. Think of it! Out of 11,811 daily subscribers, only 1,540 take an English morning newspaper, and that this number does not denote that the subscriber can be reached through English newspapers is proved by the following: So many of the replies came back stating that all the *Volksblatt* and *Freiheits-Freunde* handled are delivered to exclusive German readers, that we determined to verify, so far as possible, the statements and with this end in view, 25 of such replies were selected at random and to each of these carriers the following letter was sent:

"In reply to your postal card inquiry you promptly notified us that, of the— copies of our paper handled by you, all are delivered to persons who subscribe for no English morning newspaper. We are somewhat surprised at this information and for fear you may have made a mistake, we ask you to verify the state-

ment by writing across the face of your postal card (which we herewith inclose) the word "correct" and again sign your name; any further explanation you may be desirous of making, kindly write the same on the back of this sheet and return it."

Of these letters 18 have been returned to us up to the time of writing this letter and the comments made are such that prove conclusively the truth of the statement above made. One carrier writes, "I will say that of all the subscribers who take the *Volksblatt* and *Freiheits-Freund* not one gets an English morning paper. In several instances there is an English paper delivered to the same house, as in case of a few boarding houses"; another writes, "I have one party taking the *Volksblatt* and *Freiheits-Freund* and a *Times*, but he gets it for another party"; a third says "The card is correct with the exception of: two saloons who take English papers for their customers"; another, "I have two hotel proprietors who take English morning papers along with the *Volksblatt* and *Freiheits-Freund* but they are for the guests of the hotels"; another, "My German customers cannot read English papers"; another, "I will say that some time ago when the German papers failed to arrive on time, I asked my subscribers if they would take an English paper; they all said no, they did not want anything else"; several write that their subscribers cannot read English. Aside from the fact that we believe the German papers entitled to the vindication (if you desire to so term it) which the publication of the above would be, we believe the information to be of sufficient interest and importance to place before your readers. The postal cards, letters and all documents referred to in the foregoing are in our possession and can be inspected by anyone at any time. Yours very truly,

NEEB-HIRSCH PUBLISHING Co.,  
Louis Hirsch, Business Mgr.

### CHARGE ALL YOU CAN GET.

"MISSOURI DEMOCRAT."  
SEDALIA, Mo., August 6, 1902.

Editor of PRINTERS' INK:

Recognizing that there is a definite value to advertising space, a value that both publishers and advertisers are interested in determining, I desire to submit the following questions, which I hope you will find time to answer:

1st. What do you consider a fair price per agate line, per 1,000 circulation, for newspaper space, run of paper and exclusive composition? By "circulation" is meant paid, established circulation going to regular subscribers by mail or carrier.

2nd. What is a fair per cent to charge for position advertisements, in addition to the regular charge for space?

3rd. If the above questions are based upon the use of 14,000 lines annually by the advertiser, what, if any, additional should be charged the smaller advertiser who uses say 1,000 lines, or what reduction should be made on contracts for 50,000 lines or over? Yours truly,

W. N. GRAHAM, Bus. Mgr.

ADVERTISING is like a buzz saw. A careless man can speedily have his leg jerked off.—*White's Sayings*.

### AD SERVICE BY NEWSPAPERS.

Office of  
"PORTAGE DAILY REGISTER,"  
"THE WISCONSIN STATE REGISTER,"  
PORTAGE, WIS., August 9, 1902.

Editor of PRINTERS' INK:

In your department "Ad Service by Newspapers" tell your readers that many small newspapers lose much business through lack of that genius which has been termed the "capacity for taking pains." By this I do not mean that the prospective advertiser should be pestered by over-persistent solicitation for business—this pays but poorly, even when a fat contract is secured. It should be a newspaper man's effort to make himself a welcome visitor at his patrons' stores and the over-persistent fellow is not welcome. When a newspaper man can furnish a suggestion to an advertising patron that fits in with the advertisers' idea of the fitness of things—then is he welcome. When a newspaper man tells the advertiser to quit struggling over ad-construction and takes the struggle upon his own shoulders—then is he welcome. I speak from experience.

As to the "taking pains" part of it, let me say that many good stores would advertise if it was not so much trouble. Such stores are plenty in every town of 5,000 people up. We have them here—but not so many as formerly. To one or two such firms I went several years ago and offered to take the advertising proposition off their hands entirely; and I did it, leaving them absolutely nothing to do with the advertising except to furnish the pricings and to pay the bills. I took lots of pains and got up some good ads. I know they were good because the advertisers told me they sold goods. And I did not pester the advertisers; I got the facts they wanted expressed in their next ad from them without their knowledge, often they were not half so much impressed by this as they were with the fact that they sold more goods and made some new customers. What impressed me was that they are steady customers now, using space almost the year round and they seldom call upon me to write copy for them. It is a very good thing indeed, when an advertiser feels that he can have the trouble of ad construction taken off his hands. Most newspapers have some person connected with their internal economy capable of producing excellent advertising matter; let your old advertisers and your prospective customers know there is such a person around the shop and make them feel free to call upon him for ideas. Take pains enough to do this. Remove trouble from the path of the advertiser. It pays.

MAURICE GOODMAN, Editor and Pub.

### MAINE PUBLISHERS, SPEAK UP.

PROVIDENCE, R. I., Aug. 8, 1902.  
Editor of PRINTERS' INK:

What publication has the largest number of readers in the State of Maine?

R. W. FARR,  
360 Elmwood Avenue.

THERE is no use in trying to combat advertising. The goods that are advertised are the ones which are bound to sell.—*Progressive Advertiser*.



## THE ADVERTISING EDITOR.

LOWELL, Mass., Aug. 7, 1902.

Editor of PRINTERS' INK:

Your article on "Ad Service by Newspapers" in the August 6th edition prompts me to express my views on that subject. In my experience as advertising manager of the Lowell Sunday Telegram I can readily see that it is becoming more evident each year that there must be more room made on the newspapers for an advertising editor. One-half of my regular advertisers, whom I solicit, desire me to write up some catchy ad for them each week, simply because they haven't the time to spare to write the ad. Then again they don't know how to word it so it will be a business getter. While I do not charge them any more than the regular advertising rates, it is a lucrative source in the way of securing business. Thousands would not advertise were they compelled to prepare their own advertising, because they are not fitted for writing ads. Most merchants would rather pay a trifle more and have their ads written by an experienced advertiser. Thus it necessitates an advertising editor. The solicitor does not have the time to construct ads in the way they should be constructed. He should constantly be on the alert to educate the merchant to the fact that our "advertising editor" is ready to take care of his advertising for him, finding out each week what he desires to advertise and making changes as often as is consistent for the class of goods he is advertising. Then again the solicitor has a man whom he thinks he can get business from. He should state his case to the advertising editor and have an ad set up and with the proof in some conspicuous part of the paper, submit it to the advertiser. Nine times out of the ten if the merchant is a live business man he will start to advertise. Such has been my experience in submitting ads. The compensation of the advertising editor could come in part from increasing the price per line or inch, a trifle more than the regular rates, which most advertisers would be willing to pay for services rendered.

The advertising editor, with the advertising solicitor constantly educating the merchants to the value of a well written ad properly placed in the paper, means more business for the newspapers and more business for the merchants.

G. H. WEBBER,  
Advertising Manager, Lowell Sunday Telegram.

## COUNTRY PAPERS AND RATES.

The only objection that can be raised to their use is that rates are too high. This contention is well founded as far as present conditions are concerned. But eventually country publishers will establish more equitable rates for general business, and then will they once more come into favor as mediums. Unquestionably, in no way can the advertiser get so close to the people as by using their local papers. If, therefore, space in these papers could be purchased at a reasonable price, the advertiser would not hesitate to avail himself of the opportunities they offer.—Profitable Advertising.

## BANK ADVERTISING.

R. J. SHANNON.

Special Newspaper Representative.  
150 Nassau street.

NEW YORK, August 7, 1902.

Editor of PRINTERS' INK:

I notice the following editorial in this week's issue of PRINTERS' INK and would like to say that I have noticed quite a number of banks in different sections of the country that believe in printers' ink.

"It has not been satisfactorily explained why banks do not avail themselves more of the benefits of newspaper advertising. The practice of mere insertion of a business card scarcely can be termed advertising. All bankers do not offer the same inducements to depositors, and where the difference exists, those offering the best terms would be sure to receive most patronage were the fact made known through publicity."

One of these in particular is the Lamberton National Bank of Franklin, Pa., that has been using a series of catchy advertisements in the *News* of that city, a paper that I represent. I inclose you a few samples of these ads, which seem to be designed to impress upon the mind of the reader the value of acquiring the saving habit. I understand that they have been very successful and that in February and March of this year they were the means of the bank's opening 186 new accounts with residents of that section. Hoping that this information may set other banks to thinking of the value of newspaper advertising I am, Yours very truly,

R. J. SHANNON.

## ILLUSTRATED ADVERTISING TERM.



"MATCHLESS."



THE EDITOR'S DREAM.

(Written for PRINTERS' INK.)

The city editor with head bent low,  
Dreamed of times long ago.  
Beneath his feet on the basement floor  
Was the song of the press, an angry  
roar.

With gray head bowed his mind went  
back,

To happy days in Hackensack,  
When farmer Jones would amble in  
To square his account with a gallon  
of gin.

How Colonel Smith would come and  
stay.

Talking politics for a half a day.  
How in summer time his eyes would  
greet

From his office window fields of wheat,  
Just how he'd see the folks in town  
Wheel around and jot them down.  
As he sat and dreamed of days gone by  
He could hear his printer "cuss" at "pi."  
He could see the old office just as plain  
With its ink smeared walls and tobacco  
stain.

The Washington press stood silent and  
meek,

Ready for duty at the end of the week.  
Alas, in his dream there came a change.  
His business spread to a wider range.  
And in the place of the foreman's pipe,  
He inhaled the gas of the Linotype.

In the Washington's place on the base-  
ment floor.

He could hear the Hoe press grind and  
roar,

Darting hither, running there,  
Men were hustling everywhere.  
He awakes with a start at the press-  
man's shout.

"Cut off the power, the *Times* is out."  
AVERY G. POWELL.

EMBOSSING.

Embossing is done on a press, and  
comes, therefore, under the heading of  
presswork, although the process is a  
little different. Embossing is done by  
means of two dies, the male and the  
female, the female generally the hardest  
of electrotypes metal, zinc, copper, brass  
or steel, the male generally of some  
composition, made to come under the  
paper and press it up into the female  
die and thus raise the design above  
the surface of the paper. The cost of  
embossing, as compared with ordinary  
presswork, is about as two to one. At  
one time it was very popular for cata-  
logue covers, but became so common  
that lately it has gone somewhat out of  
fashion.

Give your patrons credit for having  
a reasonable amount of intelligence, and  
when an article is asked for do not in-  
quire why it is wanted, but supply the  
demand. That is up-to-date business en-  
terprise.—*Progressive Advertiser*.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent  
extra for specified position—if granted.  
Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE  
DESBARATS ADVERTISING AG'T, Montreal.

# RIPANS

I suffered from in-  
digestion for a long  
time. My symptoms  
were swelling of the  
abdomen, with pain  
and most terrible  
headaches; also a  
coated tongue. Since  
taking Ripans Tab-  
ules I have grown  
better and am now  
nearly well.

At druggists.

The Five-Cent packet is enough for an  
ordinary occasion. The family bottle,  
60 cents, contains a supply for a year.

*The New Voice.*

A JOURNAL OF GOOD CITIZENSHIP.

*Chicago.*

**The New Voice**

**Reaches Over**

**50,000**

**Thrifty Families  
Every Week.**

It is a business-getter. It invites  
inspection of postoffice receipts.

Its rate is less than 2-5 of a cent  
a line per thousand of guaranteed  
circulation. If you are looking for  
results, ask your agency about

**THE NEW VOICE**

or address

W. F. MULVIHILL, Mgr.

## Booklets

seem to be fashionable for advertising purposes. If you want to be in style write us. We attend to

Writing,  
Illustrating,  
Printing.

It is important that your printing be gotten up in proper style, having paper, display, etc., harmonize. We guarantee our work to be just what you need. Address

PRINTERS' INK PRESS,  
10 SPRUCE STREET, NEW YORK.

## The Evening Journal

Jersey City  
N. J.

A two-cent local paper.

Enterprising but not sensational.

HOME not Street circulation.

Only one edition daily, hence:—

Every copy a family of readers.

### Circulation Averages

| 1899,  | 1900,  | 1901,  |
|--------|--------|--------|
| 14,486 | 15,106 | 15,891 |

**1902, 17,160**

The American Newspaper Directory awards the mark **©©** for quality of circulation.

You may, perhaps, use all the other daily and Sunday papers of Cleveland. O., except

## THE CLEVELAND DAILY WORLD

AND

## THE CLEVELAND SUNDAY WORLD

but if you omit both of these papers from your list you do NOT cover the Cleveland field. Some of the largest advertisers in America have used the *World*, either daily or Sunday, and in some cases both, for ten years past continuously. Rates reasonable and results satisfactory, that's why. The *World* was founded twelve years ago by B. F. Bower, who is still its owner and publisher, and during the whole of that time the *World* has been represented by

THE S. C. BECKWITH SPECIAL AGENCY, New York and Chicago.

Sole Agents for Foreign Advertising

The  
**Observer**  
Hoboken N.J.  
Circulation...  
(Guaranteed)  
20,000.

## **TACOMA—The City with a Future**

Flour exports 1901: foreign, 813,455 barrels. Increase, 117,751 barrels.

Wheat shipments 1901: foreign, 10,427,601 bushels.

Tacoma's paramount importance as a shipping port is fully set forth in an interesting article in a late number of the *Northwest Magazine*, as follows:

"When the day arrives, as surely it will, when nearly all the Pacific Coast wheat is ground into flour, it will be found that Tacoma will challenge Minneapolis for supremacy as a milling center."

## **THE Tacoma Daily Ledger**

is the only morning paper in a city of nearly 60,000 people, with a tributary population of 50,000 more. The LEDGER is a member of the Associated Press, and prints the full report daily. It has correspondents in every news center in the State. It covers the local field thoroughly, and has a larger circulation in Southwestern Washington than any paper in the State. The daily and Sunday editions of the LEDGER are sent to 194 towns and cities in Washington. The average daily circulation for the six months ending December 31, 1901, was 9,294 copies. The average daily circulation for the past six months exceeded 10,500 copies.

The average Sunday circulation for the six months ending December 31, 1901, was 12,215 copies, and for the six months ending June 30 exceeded 13,500 copies.

The average weekly circulation for the year ending December 31, 1901, was 5,687 copies. To-day the average weekly circulation exceeds 6,500 copies.

**THE S. C. BECKWITH SPECIAL AGENCY,**

SOLE AGENTS FOREIGN ADVERTISING.

43-44-45-47-48-49 TRIBUNE BLDG., | 510-511-512 TRIBUNE BLDG.

NEW YORK.

CHICAGO.

# THE JEWISH MORNING JOURNAL

The Only Jewish Morning Paper

**Office, 228 Madison St., New York**

Telephone, 698 FRANKLIN.

THE JEWISH MORNING JOURNAL gives all the news of the day and special features of great interest to the Jewish people.

THE JEWISH MORNING JOURNAL is the only Jewish paper distributed by regular news companies in all parts of Greater New York and vicinity.

THE JEWISH MORNING JOURNAL, owing to its wide circulation, is the best medium for reaching the great masses of the Jewish people. An advertisement in The Jewish Morning Journal gives the surest and quickest results.

THE JEWISH MORNING JOURNAL is the only Jewish paper through which "Help" can be secured immediately. It is the only Yiddish paper which serves its readers as an employment bureau.

The Average Daily  
Circulation of . . . .

*The Cincinnati*  
== DAILY ==  
*Times-Star*

for the six months  
ending June 30th,  
1902, was . . . . .

**143,074**

This is larger by many  
thousands than any other  
paper published in the  
State of Ohio. Few pa-  
pers combine such a  
*quality* with quantity of  
circulation; none ap-  
proach it in rates.

---

---

**E. A. BERDAN,**

*Direct Representative,*

**86 Potter Building,**

**New York.**

# Returns So Satisfactory Will Use Larger Space

is what an advertiser writes who used our papers steadily last season. Here is the letter:

---

OFFICE OF

*FRENCH NOVELTY COMPANY,*

*Bridgeport, Conn., June 26, 1902.*

MR. C. E. ELLIS,  
Temple Court, New York City.

DEAR SIR: Have used your papers quite extensively the past two years, and in summing up the cost and results I find them to be very satisfactory, and so much so, that I am contemplating using larger space the coming season. Yours truly,

FRENCH NOVELTY CO.

---

Increased space from an advertiser is the best evidence that a paper is profitable. This is especially true when the advertisements have been *keyed*, as have those of the French Novelty Co.

There are no better mediums than

## THE ELLIS PAPERS

for mail order or general publicity advertising, to reach the great buying class in small towns and rural districts. All the mail order advertisers use our columns continually. They certainly would not do this if they did not find our papers profitable.

CIRCULATIONS GUARANTEED. PROOF SHOWN AT ANY TIME.

### THESE ARE THE ELLIS PAPERS:

|                                  |         |         |
|----------------------------------|---------|---------|
| The Metropolitan and Rural Home, | -       | 500,000 |
| The Home Monthly,                | - - - - | 400,000 |
| The Paragon Monthly,             | - - - - | 400,000 |
| The Gentlewoman,                 | - - - - | 400,000 |
| Park's Floral Magazine,          | - - - - | 350,000 |

### THE C. E. ELLIS COMPANY,

713-718 Temple Court Building,  
NEW YORK.

112-114 Dearborn Street,  
CHICAGO, ILL.

# July Was a Corker

Eight hundred and ninety-two orders from six hundred and seven different concerns, located in thirty-eight States and including one from Mexico City, Mexico, is my record of sales for July. Considering that the summer months are always slow in the printing trade, I feel that the past month's work has been wonderful, not forgetting that every order was accompanied by the cash, and secured without the aid of salesmen or branch houses. I refused to do business with two concerns whose aggregate wealth would reach nearly a million of dollars, simply because they would not "pay in advance," or in their words, "buy a cat in a bag." If I did not fulfill my claims it is hardly possible that I could last nearly nine years selling ink, and build up a business of eighty-five hundred satisfied customers, who thought enough of my goods to send nearly ninety thousand orders, each accompanied by the cash. Send for a copy of my price list and compare it with what you have been paying for inks on credit. If the difference is in my favor try me on a small order at first. If you are dissatisfied with your purchase I immediately refund the money along with the transportation charges.

ADDRESS

**PRINTERS INK JONSON,**

17 Spruce St.,

New York.

**IN PHILADELPHIA**  
*They Use*  
**The**  
***Inquirer***  
*For Advertising*

*For rates address*

***The Philadelphia Inquirer***  
***1109 Market Street, Philadelphia***

***NEW YORK Office, Tribune Building.***  
***CHICAGO Office, Tribune Building.***